THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

•

May, 1949

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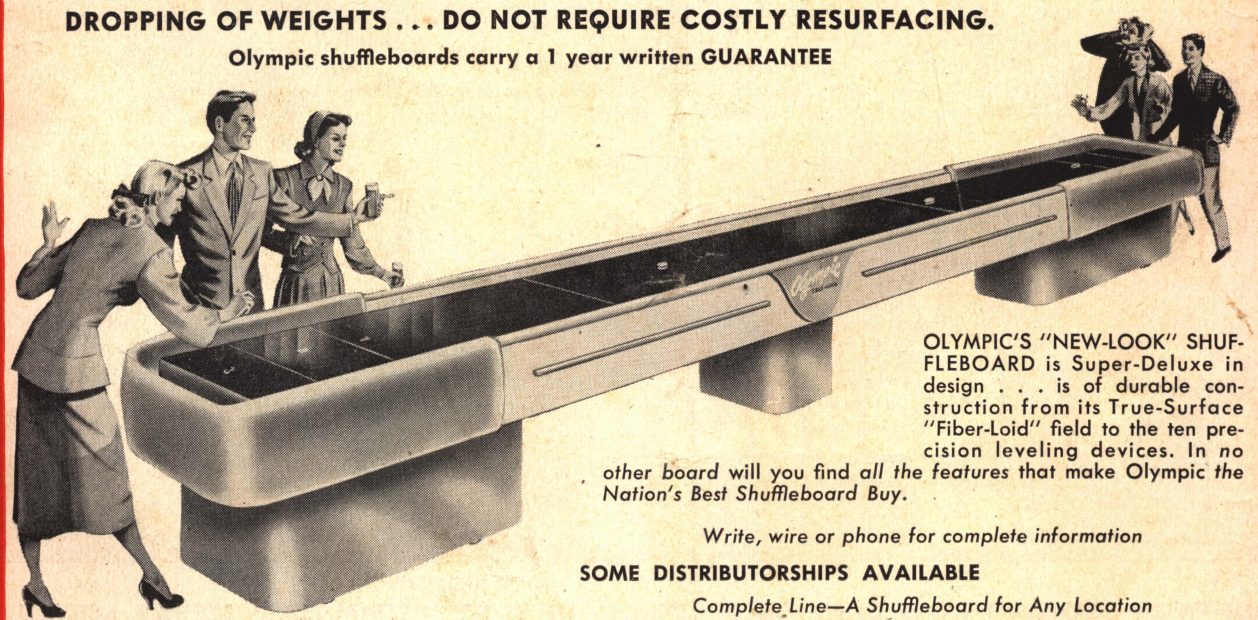

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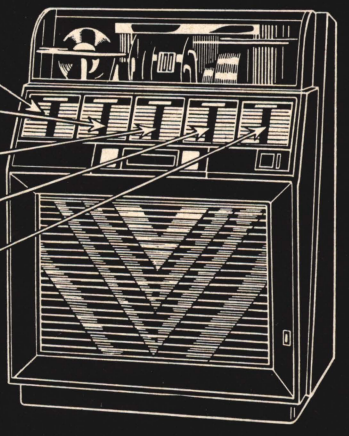

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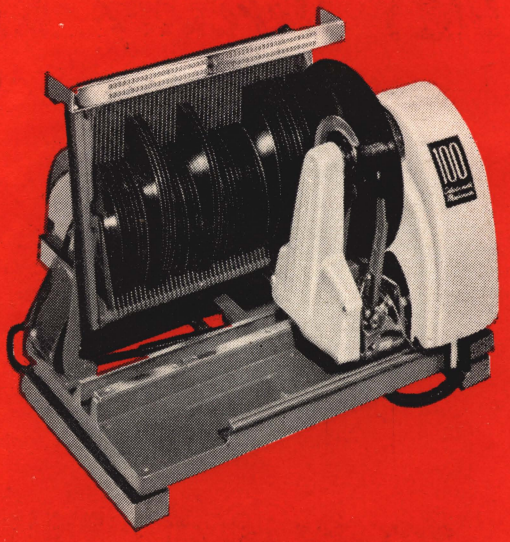

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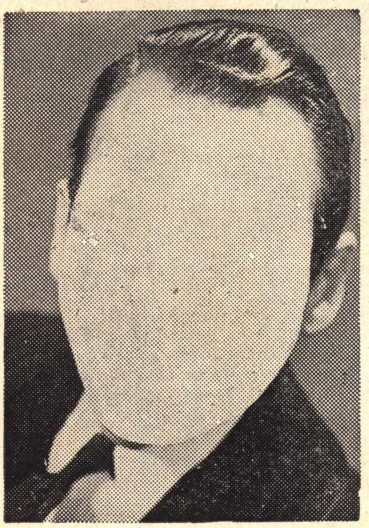

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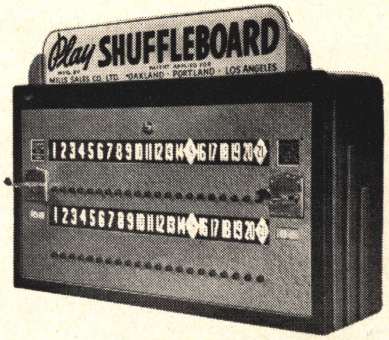

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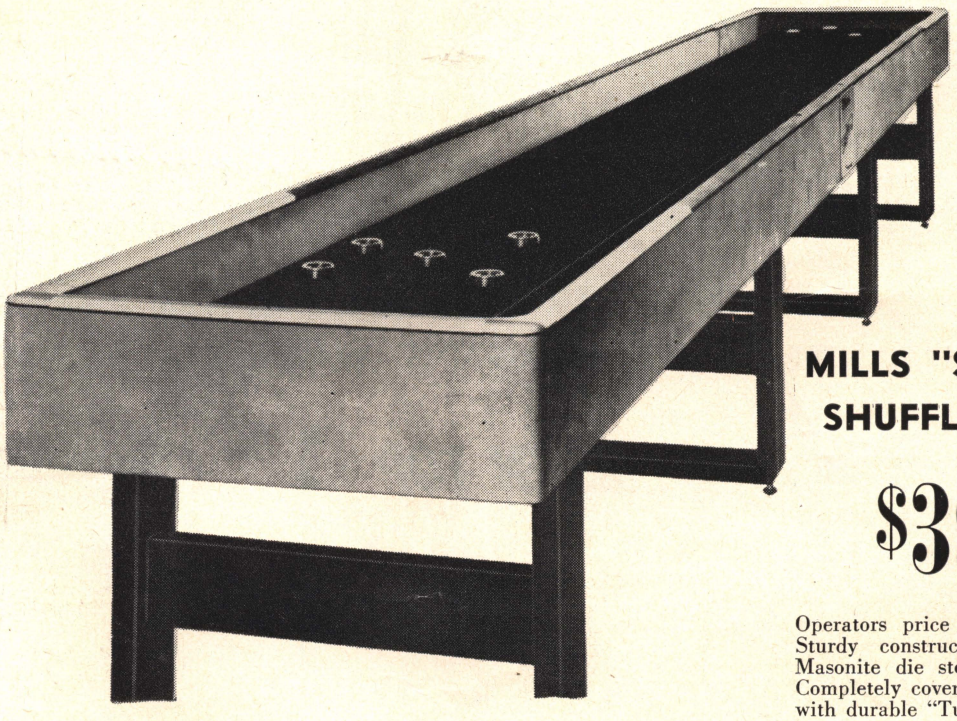

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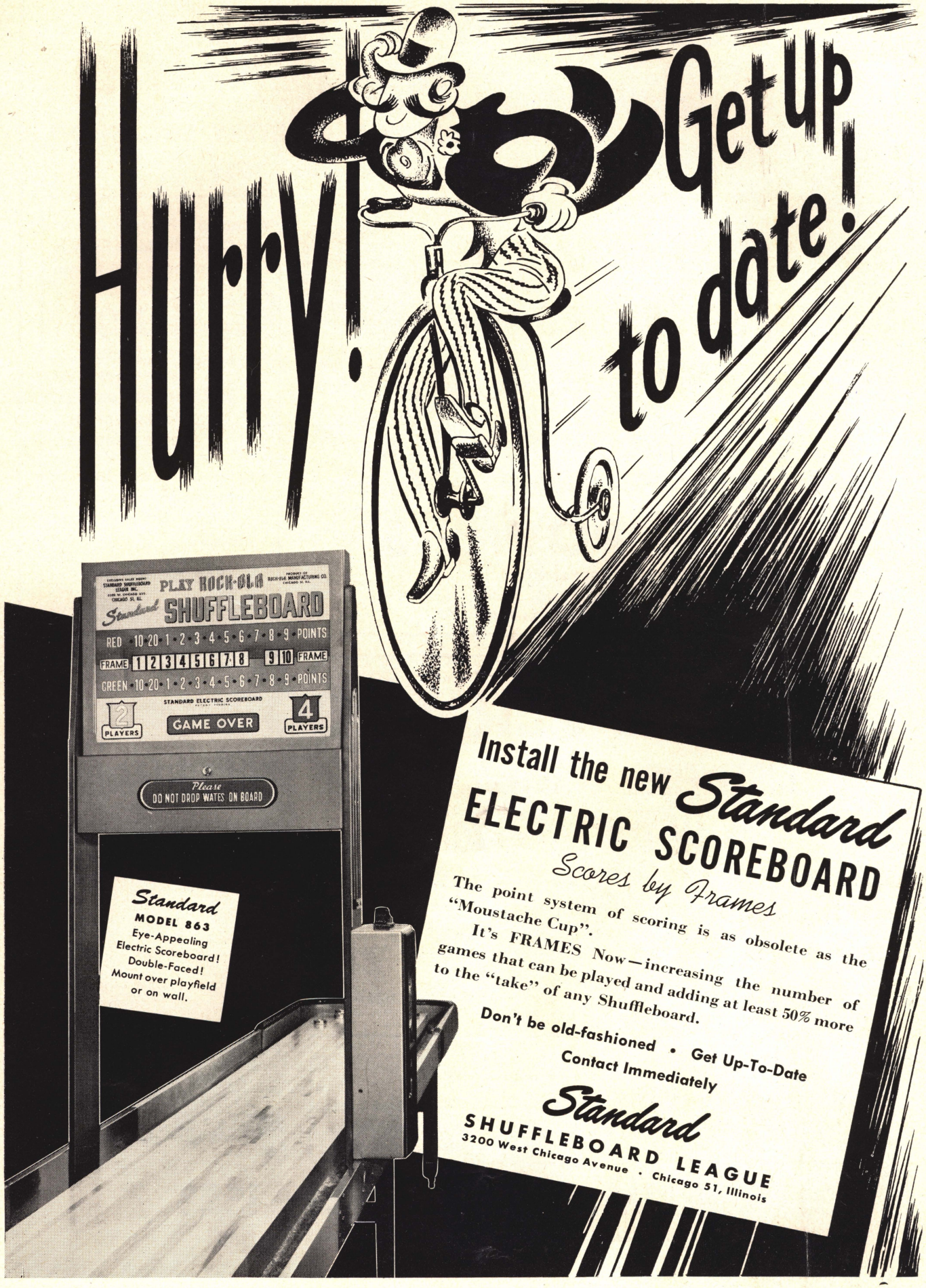
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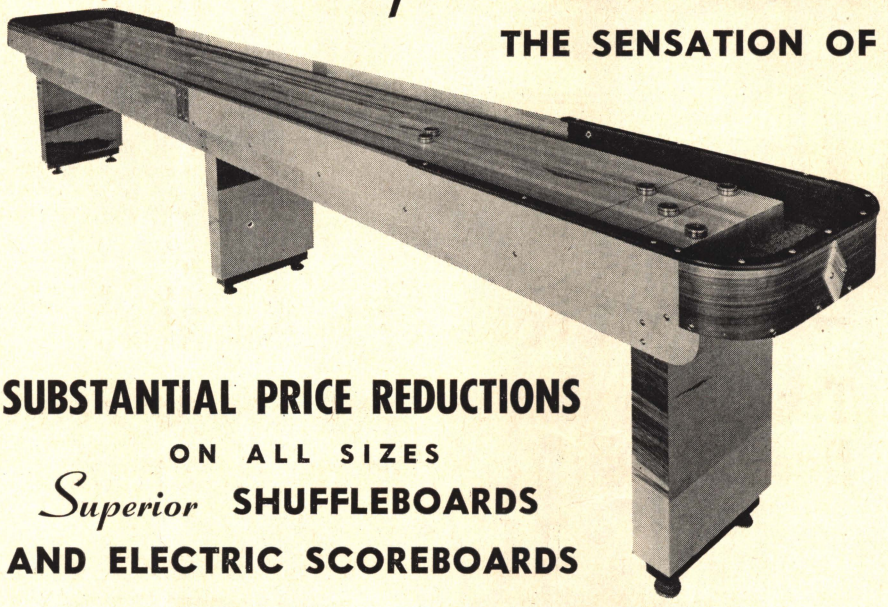

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THE COIN MACHINE REVIEW

MAY, 1949

The 190th CONSECUTIVE MONTHLY ISSUE

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Level Off — And Start Up Again!

BUSINESS REVIEW...

Operators of coin machines still watch unemployment and the cost of living as the chief points in the national picture that affect the patronage of machines most directly. The experts are saying that April and May will show the real trend in employment, whether business has hit a real slump or whether the nation can keep the total unemployed at a minimum.

Reports are encouraging on the cost of living and operators are concerned in that trend personally and they also feel that high living expenses mean fewer coins deposited in machines.

Living costs are going down slowly and experts figure that the general decline will mean a 5 to 10 per cent drop from the peak by June 1950. This percentage is based on the guess that there will be no real crash to a depression level. Considering the peak of living costs above 1940, this is not much of a drop in living expenses.

Reports on the first quarter of 1949 were not all in at the time of this review, but leaders in all industries were busy in April trying to decide which way the wind is blowing this year. Roughly, most business leaders think adjustment downward is still under way, by slow degrees, and that it will continue till mid-1950. The volume of national business and national income is still too big to think of depression. Most leaders say it is not even a recession but simply an orderly adjustment that had to come.

Naturally, a lot of stress is being put on trends in April and May. Movements in the stock market during April will show how business leaders feel, many say. Store trade during Easter is also regarded as an im-

(Continued on Page 10)

Trade Has Found Long Sought Point; Needs Ideas To Promote At Profit

by WALTER W. HURD

CHICAGO—Many groups in the Coin Machine Industry entered upon the second quarter of 1949 with the sincere hope that the elusive "postwar leveling off point" had been reached for a certainty. Three full years have passed while all branches of the trade have looked for a business level that promised to be permanent and at the same time profitable. In two of those years there were some strong indications that a postwar boom might come to the Industry, but the boom did not reach the operator level and hence the leveling off had to come to all branches of the business.

The manufacturing industry, after reading the Census Bureau statistics on 1947 production, pins its hopes on signs that things may become normal this year and then a gradual rise can be counted on from the present level.

"We feel sure we have found the leveling off point, if only general business conditions don't upset us again." That is a report that comes from many quarters and may express the majority sentiment in the trade at the end of the first quarter.

The mystery in the whole picture is what may happen to the country generally, and that has much bigger industries than the coin machine trade guessing. Manufacturers are much more optimistic than might be expected and express strong faith in the prospect that the Industry will find a good leveling off point and then begin another decade of upward expansion.

Probably the music division is showing more signs of taking on new vision for the future than other parts of the trade. Manufacturers began to stir themselves late last year and the initiative has spread even to operators in remote areas. One of the problems has been to find a point of production that would supply operator demand without piling up too many machines. A number of manufacturers say they have

The Review Calendar...

IMPORTANT DATES

May 1 —May Day.
May 1-7 —Noise Abatement Week.
May 1-8 —National Family Week.
May 2-8 —National Restaurant Week.
May 2-9 —National Music Week.
May 2-14 —Spring Cleaning Drive.
May 7-14 —National Golf Week.
May 8 —Mother's Day.
May 8-14 —National Raisin Week.
May 12 —National Hospital Day.
May 14-21—National Frozen Food Week.
May 15 —I Am An American Day.
May 15 —Straw Hat Day.
May 16-21—V.F.W. Poppy Week.
May 22-28—World Trade Week.
May 30 —Memorial Day.

CONVENTIONS

May 8-12 —Super Market Institute, 12th annual convention, Stevens Hotel, Chicago.
June 5-10 —National Confectioners Assn., 66th annual convention, 23rd exposition, Stevens Hotel, Chicago.
June 26-29—National Candy Wholesalers Assn., 4th annual convention and all-confectionery exposition, Stevens Hotel, Chicago.
July 26-28—National Assn. of Music Merchants (Retail), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.
Oct. 24-29—International Assn. of Ice Cream Manufacturers, 45th annual convention, Los Angeles.
Nov. 27-30—National Automatic Merchandising Assn., annual convention and exhibit Atlantic City, N. J.

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found this level and will not over-produce in the future.

In the last three years much has been said about the break-even point for business, but that is quite different from the leveling off point which the coin machine trade probably has found. The leveling off point means a level of business that can be carried on under present conditions at a profit. The break-even point would put business at such a low level that profits might disappear at any time.

Distributors still seem to be hardest hit in trying to find the leveling off point, but distributor lines now seem to be holding better than at any time since the end of the war and territorial arrangements are being observed with a remarkable degree of fairness. Curtailment of credit has reduced sales for distributors probably more than any other single factor and any improvement in this field seems to be a matter of slow improvement in business conditions as a whole.

The big majority of operators, in all branches, seem to have adjusted themselves well to the new times which, in most cases has meant cutting expenses on every corner and also doing as much of their route work as possible themselves. Many reports show that operators are improving their credit standing and also giving more systematic attention to purchase of new machines. Reports on the vending machine trade probably show that operators in this field are buying a smaller ratio of new machines than in other fields.

Better profit margins on cigarettes are helping in this type of vendor but other types of vendors have been caught in a general sales decline that has hit soft drinks, ice cream and even candy. Some candy operators report they have been able to increase candy bar sales by machine, even though the candy industry has been showing declines as a whole. Some manufacturers report that sales of bulk vendors are off, with the probability that bulk operators are adjusting themselves to changes in the business picture in the second half of 1948.

These ten old ladies, who look like they're not strong enough to pick up a shuffleboard weight, are the sensation of Ken Murray's Blackouts, *a Hollywood hit for seven years.*

The Elderlovelies *go in for shuffleboard in a big way—not as an "old ladies sport" but as a means of relaxation from a jive routine on the stage which would make many a younger group gasp from sheer exertion.*

The Elderlovelies, *aged 65 to 75, are comprised of: Mabel Butterworth, Perle Kinkaid, Julia Wright, Mattie Roone, Rose DeHaven, Sally Hale, Ivanette Gardner, Ethel Getty, Sue Kelton, and Mabel Hart.*

This picture was snapped at the Hollywood Knickerbocker Hotel where the Elderlovelies *were shuffling on the deluxe* Olympic *board.*

Operators count on the months of the second quarter as a period in which almost every line shows gains best ascribed to the stimulation of a spring revival. Signs of slow improvement appeared in March and hence is expected to continue through the second quarter. Operators describe the gains as slower than usual but definitely under way. But operators see signs of a decline in many lines of business and so they plan on cutting costs with more vigor.

In the amusement games business much still depends on territory. One manufacturer of pin ball reports that sales for some months have been little more than half the rate of the first half of 1948. But games manufacturers are not downhearted and all say it is a matter of territory, a thing that might turn favorably at any time.

Shuffleboard still continues to make good gains and to add a new optimism to the amusement sections of the trade. Even music operators are finding shuffleboard more to their favor and they gain by its spread. Shuffleboard is also giving the trade something to promote, and that pays good returns for good promotional work.

Manufacturers say the one thing needed now, at the leveling off point, is something that can be promoted with zeal and that will pay off for such effort.

Heinle Joins Advance

SAN FRANCISCO—Ed Heinle, who has had 15 years of experience in the trade, has joined Advance Automatic Sales Co.

In making the announcement, Lou Wolcher, owner of the company, said: "I am happy to have Ed Heinle join the team, comprised of J. D. Cox, Fred Neumann and Jimmie Craven, to make it the West's finest distributing organization."

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This is not sales talk, but a fact—since the law provides that no private insurance company plan complies with the law unless it gives *better protection* than the state *at the same* cost.

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WARP PROOF PLAY-FIELD

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THE LOWDOWN...

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To do everything within their power to see that delivery promises are kept.

To keep their shuffleboards priced honestly and sensibly.

To give the utmost in quality and render unchallengeable service at all times.

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BUSINESS REVIEW

(Continued from Page 7)

portant sign. Decisive trends in the metals market are not expected to show up before June.

April, May and June are usually regarded as the best months of the year for coin machines in general and operators have reported a seasonal pickup, slower than usual. Operators will know that while they work through these three months, many other lines of business are at the same time going through a crisis which may decide just how much of a recession the country will have during this year and next.

One good point, the first three months of the year didn't bring any sort of serious crash in business, as some had feared might happen. The big question now is whether the present pickup will last through the year, and how much of a letdown summer will bring.

In the January column (page 8) it was stated: "The best guess for a real pickup in business is that the bottom may drop from under prices on metals in the spring." Prices on metals have started falling but only time will tell how much it helps business in general.

In a previous column it was also suggested that, whatever recession may come to national business, the recession actually began with farmers in February 1948. Recently, the Department of Commerce reported that it had been over-estimating national income, that consumers did not have all the money they were supposed to have, and that the mistake occurred in assigning too much income to farmers.

A review of reports on various points in the business picture follow:

ALLOCATIONS — Officially, the voluntary allocation program for steel was cut 20 per cent but the plan may be considered virtually at an end. Flow of steel under allocations will drop sharply in June and steel will move on an open market. Leaders, of course, are in a dither about how much stockpiling can be done without keeping materials prices too high.

AUTOMOBILES—Auto and truck output is still a bright spot in the national picture, setting new records. Price cuts by Ford and Kaiser recently made headlines and there will be a general drop in prices by fall, if not sooner. The average age of cars in use now is 8.8 years; the rate of scrappage of old cars is considered 50 per cent below normal; there are nearly 13 million cars in use now that are 10 years old or more.

BANKS—In a general way, banks reported for the first quarter that deposits, assets and loans were down. Business loans had been declining almost during the entire period, but bank credit is expected to ease as a result. Banks are in excellent condition and are considered as one of the mighty props against depression. Although business loans by banks are declining now, total loans by banks have almost doubled in the period since V-J Day. Savings accounts made less gains in 1948 as compared with 1947, but an upward trend in savings is now said to be under way.

BUSINESS FIRMS—A total of 6,362 new business firms were incorporated in February, the smallest number since Sept. 1945, according to Dun & Bradstreet; total for the first two months of the year was 14,268, a decline from the same months in 1947 and much below the all-time high of 23,560 new firms for the first two months of 1946. It is normal for total new business firms to drop in February. Business failures jumped 64 per cent over failures in Feb. 1948; February had the largest figure since Aug. 1942 but the rate is still 44 per cent below the 1939 average; biggest increase in failures was manufacturing firms.

CREDIT—Consumer credit dropped for the first two months, the first such decline since the end of the war; drop was chiefly in charge accounts and was greater than normal. Drop in business loans by banks is said to be due to lack of borrowers rather than a tightening of credit. Government policy is expected to ease on credit rather than tighten.

CONSTRUCTION—Dealers in building materials and hardware have hit a definite slump in sales. An official report says that business firms will spend about 15 per cent less for new plants and buildings in the second half of the year, but outlay for the first half will be slightly above the same period last year; manufacturing firms are expected to curtail new buildings much more than business in general. The federal government is planning on how and when to release its big construction program, if unemployment increases.

CROP REPORTS—Weather has been favorable to big crops thus far. For the season thus far, only the Denver and Omaha areas have reported colder average weather than last year; warmest areas have been New York, Boston and Memphis by comparison with a year ago. Prospect of big crops this year adds heat to the debate on government price supports.

EMPLOYMENT — This factor in the business picture is of most vital concern to operators and from time to time THE REVIEW will publish special summaries on the general situation. Vending machine operators have been alert in observing employment trends in factories for the last two years. National leaders say employment will rise during the second quarter, probably above the point of 60,000,000 jobs, but they fear that unemployment will rise also because population has increased to the point where more than 60,000,000 jobs are needed. Total wages and employment declined in February but the experts think that jobs started upward in March, that April and May will show the real trend.

An official report says that the last year brought a general decline of 6 per cent in man-hours worked, while industrial output dropped only 3 per cent. The shorter work week is the problem that concerns operators, for it means the masses have less money to spend. Industries are following a policy of shorter work weeks in order to give work to as many as possible. So, statistics on total number of jobs won't tell the real story about how much people have to spend in coin machines.

Some types of locations, such as taverns, may gain in customers due to shorter work weeks and machines may get bigger play in such spots. But vending machines in factories suffer. Factories are providing less than their share of jobs now.

EXPORTS—The government report on

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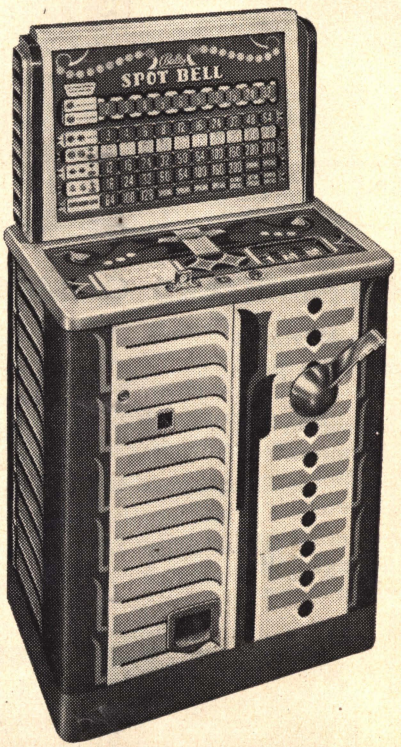

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1948 exports of coin machines was released late in March and is considered encouraging in view of world conditions. Canada relaxed its import restrictions on a number of items, April 1, and the coin machine trade is hoping for favorable action this year on its products. One trade paper points out that the Department of Commerce report shows nearly 3,000 coin machines going into Canada—when such imports are supposedly banned. Trade gossip has buzzed for some time with reports of machines going to at least two countries that ban them. One particular point buzzes with reports that many other types of banned goods than coin machines are crossing over. But perhaps these things should have been kept quiet.

Canada's money position is improving fast and a big International Trade Fair will be held in Toronto, May 30 to June 10. Reports on money conditions in most other countries do not show any definite trends toward the favorable side.

FREIGHT — Freight car loadings have declined and are regarded as an important sign of business conditions; experts predict further declines in second quarter. In the general discussions on freight rates and the basing point system, the National Food Brokers Assn. strongly condemned efforts to restore the old basing point price system because it would injure small business. This was the first definite move made by any group representing small business interests. Current business reports emphasize the big inroads trucks have made on rail freight.

GASOLINE—The gasoline price situation has been moving in a dizzy whirl recently. Gasoline stocks are at a record high but early in April price increases were announced in various sections, said to be due to fact oil companies are not making a profit on gasoline. While big oil companies were hiking prices, service stations in some areas were said to be having a price war. Some producing areas have reduced output to maintain prices. Outlook is that summer tourist travel will determine whether gas prices rise further during the year; some think widespread price-cutting will show up in the summer. Here's how world conditions affect the coin machine trade: oil industry in U. S. insists on cutting imports of oil from South America, which means the chief source of dollar exchange for South American countries is now being curtailed. It will show up in exports of coin machines later.

MATERIALS—The biggest development in the entire business picture recently has been the break in metal prices, including even copper. Such a break is classed as a "soft spot" in the national picture, but it is a thing that had to come if high prices are to come to an end. Many manufacturing industries will gain in the long run by lower prices on steel, copper, etc. The gray market in steel has vanished. Many grades of lumber declined in price some time ago. Demand for steel and other materials is tending downward.

POWER—Use of electric power is showing a downward trend, said to be a sign of a declining industrial output.

PROFITS—By April 1 reports were in to give a true picture of business profits last year. Industry's earnings rose about 23 per cent in 1948 over a previous year; oil companies had a gain of about 66 per cent; the sugar industry had a declining rate of profit; auto industry had a 45 per cent rise; the railroads had a 37 per cent increase in profits; the steel industry had a 33 per cent increase; the tobacco industry had an increase of about 19 per cent. One survey shows 3,262 corporations having an average increase in net earnings of 22 per cent over 1947, but lower earnings were reported by 37 per cent of the firms. Among manufacturing firms, 42 per cent had declines in their net compared with 1947.

Business Week said recently: "Last Year was Tough for Small Business; Excellent for Large Firms."

PRODUCTION — Industrial output declined generally since last November, but the National Assn. of Purchasing Agents reported for March that production rate is now being maintained and 16 per cent of the firms reporting show increases in output. Manufacturers' sales declined more than seasonally in February. Backlog orders held by firms are said to be 20 per cent off from a year ago. Experts say total output of goods may drop 10 per cent by mid-1950; the total leveling off of business volume will run 10 to 15 per cent in that period, they estimate.

PRICES—Biggest downward trend thus far is presumably in foods; recent break in metal prices is an important link in the general decline of prices. Consumer resistance is pictured as still "wearing down the price level," rather than any decided price breaks. Manufacturers are also resisting prices on raw materials, so price resistance is a pretty widespread practice. Some experts say consumer demand will decide future price trends, rather than any props under prices. The April to June period is expected to show wider price declines than the first quarter. Such things as real price boosts are now over; the trend is downward. Manufacturers say costs are holding steady while they have to sell at lower prices.

RETAIL TRADE—One big retail organization warns that retail sales have declined to the danger point between profit and loss. Final reports on Easter sales were not available at this time but they were not expected to make up for recent declines. Retail trade has been on a general decline since last August but total volume is still very high, and towers like a mountain above prewar trade. The stores are worried about price resistance and also about the possibility that a general decline in sales may continue over a long period. If trade could level off at present mark, the volume would be tremendous. Such popular locations as gas stations, eating places and taverns have had a period of declines; drug stores show a trend to hold at a stable level; gas stations did report slight gains in February. But predictions are that gas stations, taverns, eating places, candy stores and maybe drug stores should prepare for declines during the year.

TOURIST TRADE—Predictions by financial papers are that more people will travel in cars this coming summer but that they will spend less than ever, even resisting prices on gasoline to the point that oil companies may be compelled to cut. One prediction is that 60 million people this summer will vacation in 20 million cars, spending an average of $100 per person.

WAR AND DEFENSE—Time is slowly wearing down the people's fears of war and agitation is also losing its power. More opposition to defense plans is appearing in Congress. The spring months should tell the story, if Russia plans to offer any real opposition; otherwise, the year should grow more quiet. Government and business leaders now grow more concerned about spending for defense, for European aid, etc. Spending for the vast defense programs is one of the biggest props to business, and if it weakens this year it will speed deflation all the more.

Big concern now in high circles relates to plans to slow up the downward trends in business; most plans call for more government spending; some leaders boldly say industries should not lay off workers and cut production when prices begin to slide; the shorter work week will be urged as a way to give jobs to more people. Increased government spending will go either for bigger and faster defense plans, or for public works. The odds are that during this year defense plans will be stepped up, including bigger armed forces. But by next year a gigantic public works program may be getting into action.

Newest Release at Trippe's

ST. LOUIS — The score of the Carl Trippe's Game of Life is now Girls 3, Boys 0, after the birth of Janet, who weighed six pounds, three ounces.

* * *

Diner: "Call the manager. I've never seen anything as tough as this steak."

Waiter: "You will if I call the manager."

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Tournaments Guarantee Expansion For Shuffleboard

By C. T. Girdner

The tournament is still the best idea to maintain player interest in shuffleboard and also to keep adding new players and fans of the game. We who have watched shuffleboard spread so far and wide in recent years and have been attracted to invest our money in it, whether operators, distributors or manufacturers, must consider the tournament as the best promotional method yet developed to keep the business on its upward course.

Player interest in tournaments is real and it is also growing all the time. It is now a common thing in regions where shuffleboard is well established for players to travel 50 to 70 miles, or even farther, to take part in a tournament. This is proof enough that players have a real interest in such contests and it is also very encouraging from the standpoint that it suggests tournaments can be successful in regions that do not have the big cities as a center.

A lot can be said about the advantages of tournaments and the main thing is that it has already proved the key to make the business a permanent success for those who have invested in it. Players expect some such outlet to show their skill and also to enjoy the sport to the fullest degree. In catering to the wishes of the players we have the opportunity to increase the shuffleboard business and to increase earnings for the location and the operator.

We have found that the distributor is the key man in all promotions of play, of tournaments, and of other ideas to stimulate interest in shuffleboard generally. This is the reason why manufacturers of the boards must give full consideration to their distributors and work through them in every way possible to promote tournaments. It is already well understood in the coin machine trade how distributors in various territories take a place of leadership in promoting the business in general. This is holding true in shuffleboard and we must give full credit to the men who thus help to interest more players, and in that way help operators and locations.

The distributor has, in the usual business practice, a given territory and will thus have a definite field in which to work. Regional tournaments have proved a natural arrangement for getting teams from various locations together in some center and engage in a contest to select winning players and teams. Distributors are in a position to work through a number of operators, his customers in particular, and through them to get the full cooperation of locations in planning and conducting tournaments.

Manufacturers of boards must keep the distributor in mind always and give him help in planning and conducting tournaments. But the main appeal must be made to distributors who handle shuffleboards to be fully convinced of the value of tournaments in promoting shuffleboard play. It is one thing to sell shuffleboards and then another job to see that operators and locations realize the full income possibilities on these boards.

We are on the way to making shuffleboard as popular as bowling, or a number of other sports. These sports have all derived their chief popularity from contests between teams, through formation of leagues of players, and through tournaments that grow to take in larger and larger areas. Shuffleboard can grow into a national pastime in the same way, giving great pleasure to players and at the same time yielding a profit to those who provide the means for such a sport.

There is no limit to the size or direction that tournament play may take. Even operators can well promote team contests in, or among locations. A city-wide tournament in Chicago is reported to have included about 30,000 participants, with at least 200 players winning trophies, and about 1,200 locations being included by having teams represented in the tournament period.

The league which promoted the Chicago tournament is now planning a much bigger affair, to include four states. Prizes in cash and other awards will total about $15,000, it is said. This is proof that tournaments can get to be important regional affairs and obtain newspaper publicity as bowling tournaments do.

But we must not lose sight of the fact that the great bulk of shuffleboard players will also want to enjoy the smaller contests in their favorite location in the home town and that many variations in leagues, and teams, and local contests can be planned. The big regional tournaments help to get national attention to shuffleboard but the local teams and minor leagues keep everybody enjoying shuffleboard from day to day.

This may be illustrated by reports which appear every week in the *Southern California Shuffleboard News*, a small weekly paper for fans which reports on league games, placing of boards in new locations, and various ideas that increase the public enjoyment of the game. A typical report reads as follows:

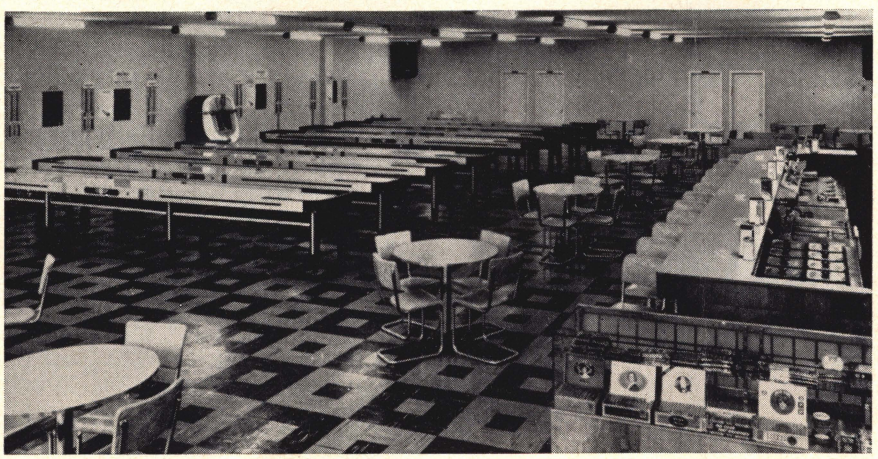
"Bamboo Sways To Top Past Hi Ho In San Fernando League Standing. The breeze from the flying weights last Tuesday night in the Original San Fernando Valley League set the Bamboo to swaying and Weuves was the luckless victim of an 8 to 1 tally. This landed the Bamboo team in first place, passing up the Hi Ho by a 2 game margin. Hi Ho had a rough time with a spirited Ardis & Way crew, taking the match by a close 5 to 4, dropping them to second place.

"Rainbow topped Pepper Tree, 7 to 2, holding to their third place, just three games out of first. Perry's played a good match and took the top part of a 6 to 3 tab from Ritchie's. Blue and Gold tabbed Kopper Keg for a 6 to 3. Watch these three top teams fight it out. It's going to be rough."

It is like reporting the national sports, like baseball, in the newspapers and that is what we want. The situation is that of a shuffleboard league formed in a district, with teams from the various locations in the area. In this particular report there were teams from ten locations taking part in the evening contest. It is easy to picture the spirited contests that took place during the evening, but back of this is the contests among players through many days and evenings in the various locations in the district. The fact that a league contest will be held at intervals lends spirit and zest to all the play in the many locations from day to day. For every player will have some hope of getting on a team that will play in the league contests. And then the big tournaments.

Your editor has asked me a number of questions about the rapidly growing interest in shuffleboard, and how to keep the public interest at a high level. The tournament is the answer and when thinking of tournaments, it must be kept in mind that players who enter tournaments demand the best in boards. A good player will quickly detect the slightest warp in the playing board and will not use such a board. Good players are always demanding the best that we manufacturers can build, and in tournaments we are catering to the skillful players.

Many locations have already learned that they lose by having inferior boards, especially if there are leagues and tournaments to encourage players to improve at the game. Players who want to get on winning teams soon recognize that poor quality boards are a handicap and they will go to the locations that have the best precision



Interesting interior of Jack Treskes' shuffleboard parlor in Tacoma, Wash., showing 8 National Shuffleboards and the convenient arrangement of refreshment bar tables and chairs. Several other pieces of automatic equipment are used, including a new AMI phonograph shown above.

C. T. (Happy Jack) Girdner, the author of the article on this page, heads the shuffleboard manufacturing firm of C. T. Girdner Co., Venice, Calif. The boards made by his firm have the trade name of Royal and a large aviation plant is devoted to turning them out. Girdner is a firm believer in shuffleboards of the highest quality. He knows the coin machine trade from years of experience as an operator.

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Embodies the experience, the material resources, the skill, and the research facilities of The Oldest and Largest *Exclusive* Shuffleboard Manufacturer in the World.

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A GOLD NUGGET FOR QUALITY—A GOLD MINE FOR PROFIT!

WHAT THIS MEANS TO YOU:

1. The National Shuffleboard Company manufactures shuffleboards exclusively. They are not a side line or by-product of production.
2. Years of exclusive manufacture means KNOW-HOW in methods, men and machinery that is obtained only from long experience.
3. Years of exclusive manufacture means a background of reseach and experimentation that brings you the best in shuffleboard construction.
4. Years of exclusive manufacture means established sources of material that insure uniform quality at the right prices.
5. Years of manufacture means thousands of satisfied customers coast to coast.

SPECIAL 49er FEATURES

FIG. 1.

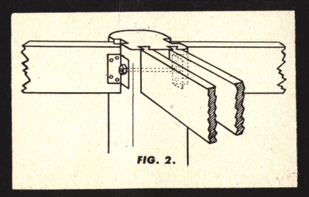

FIG. 2.

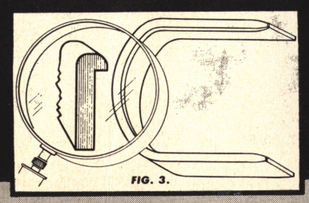

FIG. 3.

END LEG CONSTRUCTION—FIG 1. The sturdy, streamlined 49er legs are laminated hard wood construction. The Cross Frame is dovetailed and glued. The Side Aprons have tenon joints and are connected to the mortises in the legs by means of heavy gauge metal brackets and studs.

CENTER LEG CONSTRUCTION—FIG. 2. The Cross Frame has two members, double dovetailed and glued. The World's Strongest Joint. In addition to the mortise and tenon joints, the Side Aprons are fastened to the legs with sturdy metal brackets and bolts. Rugged construction is combined with speedy assembly.

END-STOP CONSTRUCTION—FIG 3. The upholstered Curved Ends are constructed of laminated Mahogany to form one solid piece, combining streamlined beauty with maximum strength.

ASSEMBLY CONSTRUCTION—FIG. 4. A cross section through the board shows: 1. The laminated, Kiln-Dried, first grade Maple Playing Top. 2. The Frame Section of selected hard woods. The Alleys, covered with high-grade felt and rubber mats. 3. The Spacer Brackets, which automatically center the Frame Section on the Table Assembly. 4. The Table Assembly, so constructed that air circulates freely around the playing top, thereby keeping the playing surface uniform. The End Shelf, joined to the Leg Assembly by mortise and tenon construction for maximum strength.

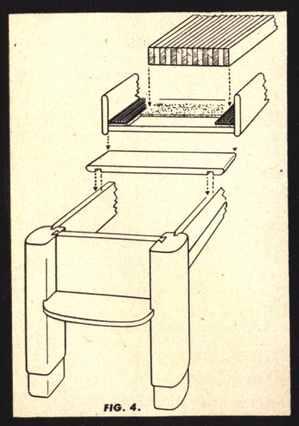

FIG. 4.

THE NATIONAL 49er sums up to: Quality Materials—Sturdy Construction—Unexcelled Workmanship—The dignity of Simple, Streamlined Beauty.

Photo by BETTSMANN ARCHIVE

DON'T JUST DREAM OF STRIKING IT RICH—

Be the FIRST to stake your 49er claim. *ACT NOW!*

Mail the attached Coupon for complete information—

YES—WE WANT TO STAKE OUR 49er CLAIM NOW!

GENTLEMEN: I am interested in your Operating Franchise.

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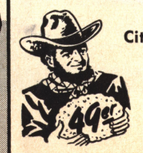

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boards. There are boards that can be kept true and level to the thousandths of an inch and it is these precision boards that will make the tournament idea a permanent success. Tournaments demand the standard size board and players who want to be on a team also want the standard precision boards.

This is not to disparage the many variations in boards that have appeared, or will appear on the market, for there are many locations that lack the space for standard shuffleboard and yet they will want to have some form of the diversion. Shuffleboard has already become big business, a national sport, and the increasing number of tournaments, using standard boards, will keep an ever expanding market for those who make or sell them. The smaller boards and other adaptations will get an increasing number of fans interested in the sport, and so the whole business grows.

Tournaments and an increasing number of good players will mean a growing demand for high quality boards, and all who are in the business need to keep that in mind. The good player wants a good board and hence the future grows more promising for the better grades of boards. There will be variations but the outlook promises an increasing stream of players that will want to be among the best. They want to play to win and the highest quality board is the only thing that will satisfy them. Instead of lowering our sights and building less expensive boards, there is a growing demand for the best that modern factories can turn out.

The matter of locations is always a question that comes up, in talking about shuffleboard. Operators ask about the possible places to put boards since they know there are limits to the number of good locations. Shuffleboard has now spread much beyond the tavern field, although such places were originally considered about the only spots that would take the boards. It seems that as shuffleboard spreads there are more and more types of establishments that want it. The average operator will have a variety of places in which he has put amusement games or phonographs, and he must keep in mind that all location owners are now becoming more concerned about having the revenue that is provided by coin-operated devices. The operator must be ready to provide shuffleboard to the locations that ask for them.

In our western states there is the idea of shuffleboard parlors that is catching on and it has much promise. It is one of those ideas that may take hold and become as permanent as the arcade. Bowling establishments have spread over the country, so why not shuffleboard parlors. It is said they are really spreading in Portland, Oregon, where three or four of them had opened recently. When the first one opened, a grand event was staged and with appropriate recognition from city officials, newspapers and others. An original one opened in Salt Lake City with 15 boards but was later shifted to a smaller downtown location because of city zoning regulations. It seems that refreshments of some kind, also other sidelines, must be offered in the shuffleboard parlors to make them a success. The idea is new and it needs to be studied and promoted in every way possible.

Operators over the country seem now to be pretty well convinced that shuffleboard is not just a passing fad, and that tournaments will give it a real place in the field of popular sports. This year is sure to see shuffleboard tournaments become a big thing in the growing shuffleboard business.

21st Birthday for Penn Shuffleboard

PHILADELPHIA — This month Penn Shuffleboard Co. celebrates 21 years of service to the Shuffleboard Industry.

It was in May, 1928, that the first Penn board was installed in the Knights of Columbus Recreation Hall in West Chester, Pa. So successful did this first installation prove that in less than one year the firm had sold hundreds of boards and helped guide 87 fraternal, industrial, church and school leagues throughout the East.

When prohibition ended five years later and tap rooms were legally licensed, the Penn board moved into bars and taverns and became a country-wide sensation.

Since the war, the firm has made gigantic strides. Penn's engineers were of the opinion that there must be some other substance that would perform as satisfactorily as maple and at the same time eliminate the hazards to which wood is vulnerable. After three years of extensive experimentation, they came up with the "Cosolite" play field and subjected it to the most exacting tests possible.

After more than a year and a half of testing, Penn introduced the *Black Beauty*. According to Jackson Downs, Penn's nationally known public relations-promotion expert, *Black Beauty's* play field is equipped with an atmospheric regulating device scientifically designed to eliminate resurfacing costs, marring, chipping, and any warping possibilities.

Penn is still manufacturing the laminated hard maple top shuffleboards for those desiring them.

Downs, known to the trade as "Mr. Shuffleboard," is credited with being the original modern day shuffleboard promoter and historian. He compiled the only recognized official shuffleboard rules and regulations, organized and managed innumerable leagues, and in 1947, as a player, was runner-up in the Greater Philadelphia Championship.

Keeney Plant Sold; Line to Continue

CHICAGO—J. H. Keeney and Co., Inc., recently purchased by a group of Chicago business men, all with years of experience in coin machine manufacture, will continue to produce the Keeney line of bell consoles and cigarette vendors, according to a statement released April 15th by Roy McGinnis, newly elected Keeney president.

"No change in basic policy is involved," McGinnis said. "J. H. Keeney and Co., Inc., will continue to design, engineer and manufacture equipment that operators can depend on to earn top profits. Distribution of Keeney products will continue through the Keeney distributors who have been responsible for the record breaking sales of Keeney equipment during the past several years.

"Production of cigarette vendors will be stepped up to meet the rapidly increasing demand and several new game ideas, now in the stage of final engineering, will soon be in production. Bill Ryan, of course, continues as vice president and general manager and John Conroe in charge of cigarette vendor sales."

Doyle Establishes Distrib. Firm

CHICAGO—Frank Doyle has resigned as sales manager of Alco-Deree here and has gone to New York to open his own distributing organization to handle the national sales of the Lyceum coffee vending machine.

Temporary headquarters have been opened at 2303 Westchester in New York and Doyle reports that deliveries on the $750 vendor will start immediately.

15 Years a Review Subscriber

With this issue Joe Hart, Everett, Washington, concludes 15 years as a REVIEW subscriber and starts his 16th year as a REVIEW reader. Congratulations Joe!

Immediate Delivery!

FROM STOCK!

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18 or 20 Strand

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Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combination, available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for Inter-Comm Cable.

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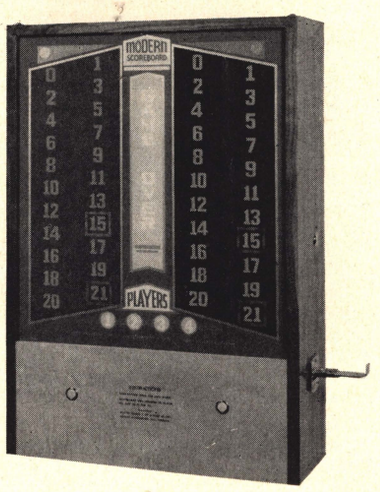
THE ONLY SCOREBOARD

WITH A REPLACEABLE STEP-UP UNIT ASSEMBLY

THE ONLY SCOREBOARD WHICH CAN BE SERVICED WITHOUT INTERRUPTING THE GAME!

NEW ELITE MODEL

***Modern* ELECTRIC SCOREBOARD**



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TESTED AND PROVED ON LOCATION SINCE JUNE, 1948

Operator's Price **$125.00** **F.O.B. Long Beach, Calif.**

28" High, 19" Wide, 6" Deep

Manufactured by

Modern Amusement Co.

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United Plant Shows Materials In Games

CHICAGO—With the introduction of its new game, *Aquacade*, the amusement games trade becomes all the more conscious of the high production efficiency of the new plant of United Manufacturing Co. here. Designed from the planning stage to produce modern amusement games, the plant is hailed as a credit to the Industry because of its thoroughly modern construction.

Chicago newspapers have given frequent mention to the new addition to the industrial plants of the area, one of the most recent items devoting 15 column inches to telling how games are tested in the plant and also how new models are fully adjusted in every detail.

Once inside the attractive building, the working plant may be viewed in three general sections. The executive offices at once give the impression that it has been designed for work and efficiency rather than for display. Executives of the firm have had long experience in the games business and say their one purpose is to design and build more games that prove to be hits with operators. The engineers who develop new ideas have their quarters in the front part of the building, close to the executive offices. The entire building is air conditioned throughout.

Going from front to back, the spacious center section of the building is the assembly department. The section is so well lighted that not even a shadow falls upon the benches or assembly lines. The big space and the long assembly lines show at once there are a lot of work and materials that go into a modern pin ball game.

Modern games are electric and so the assembly of a game usually starts with the many small electrical parts that go on the under side of the playboard and also inside the scoreboard. United makes everything that goes into its games except the cabinets and a few electrical supplies such as copper wire. The wiring of parts, relays and gadgets is done in its own plant. The parts also have to be put into position and here the real work of assembly begins. At least seven assembly lines, about 60 feet long, provide facilities for speeding up the output of games in this section of the assembly division. Each section also has long rows of assembly lines.

When all the electrical gadgets have been fastened to the playing board, on each side, it is ready to join the body of the cabinet on other assembly lines, and the final stages on this assembly line include much testing of all the ingenious circuits and relays that go to make a game free of bugs. A giant production scoreboard on one side of the building gives evidence of each day's output. Workers take great pride in this because they work under the incentive of a bonus system. They had received a 28 per cent bonus for the week previous to this reporter's visit.

While the assembly lines and working force show the result of efficient organization, a visitor will probably be more impressed by all the gadgets and relays that go into a game than anything else, and how much work is required to get everything together and in its place. It would be a great education if public leaders and officials might sometime get a view of how games are made.

The third division of the big building is what may be called the factory proper, for here are all the presses, drills, metal working machinery and other tools that stamp or shape the parts that go to make the game. The machine tools in the plant are new almost 100 per cent, only a few having been brought from the old plant. Completely new tools and a very efficient layout of the floor plan makes this a modern production plant in every respect. The plant not only has its machine tools but it also has a complete plating department for finishing metal parts of all kinds.

When a visitor sees the batteries of machines, and especially the piles of steel sheets, rods and other materials, he gathers new evidence that there is a lot of work and materials that go into a modern amusement game.

There are also enclosed sections for the heating plant, a complete air conditioning plant, and other accessory departments. The shipping and receiving departments are separate and each will accommodate the longest trailer trucks, inside the building. A large and well planned cafeteria adds to the completeness of the plant.

* * *

"Why do they call him a 'gentleman farmer?'"

"Because all he raises is his hat."

Does Business Affect Games Play?

A REVIEW Survey Of Trade Opinion

That popular American diversion known as pin ball is now ready to start its 19th year, that is, in its coin-operated form. A check among some well established operators of games, by THE REVIEW, suggests that the most optimistic operators of games are found in states that license the amusement.

For many years now the games problem has been well known as a problem of territory. The big majority of games operators have been long in the field and they know how to conduct the business—but the haphazards of territory still cause trouble and discouragement. The past year somehow piled up some unfavorable situations, showing that politics may still play football with amusement games even after they have passed the half century mark.

Aside from problems of territory and taxes, operators of games take a conservative attitude toward all that is new. They want new ideas in games, even something entirely different from pin ball in its present form, but they will be cautious in buying and testing new amusement ideas. After seeing new ideas in games come and go by the hundreds over the past 18 years, operators are only being natural when they are conservative about accepting new ideas. They insist on a thorough test of the new and probably always will. This is a result of seeing so many ideas come and go.

To make a generalization, operators of novelty and free-play games report business as good in favorable territory. There is also evidence that play of games has leveled off, as in music, but evidently not so fast. Games operators now recognize the boom of the war years is over, and some local areas report a heavy decline in 1948 that is not the result of legal problems.

In one licensing state, in a city generally regarded as favorable, one of the larger operators reports that "play is gradually dropping off." In another licensing state, and in a city long regarded as favorable games territory, an operator reports "games play only about 60 per cent of the average 12 months ago; my phonographs held up but the pin balls have dropped off."

That some of these cities showing a decline in play of games may have local business declines is suggested by official reports on trade in general. Another operator, in the same state as the operator reporting a 40 per cent decline, reports that his games business is improving.

Operators of vending machines have come to recognize that the ups and downs of general trade and business in a city have definite results on the patronage of their machines. It may be that games operators will come to recognize a definite relation between general business and the play of machines also. Thus, a big decline of pin ball play in one particular city, in what is considered a favorable state, would probably be traceable to some local business upset that had hit all trade in the city for some months.

An operator, who reported a decline in games play, said phonograph play had also taken another definite drop only recently. This would suggest a slowing of business in the city that hits all types of machines, rather than any special condition that hurts games play only.

A Tennessee operator, who has both games and music, points out one difference between the postwar leveling off of music and games earnings. The music business requires a regular outlay for records and servicing that does not apply to games, hence music operators have complained much more about decreases in take. Games operators have learned also to be thankful for open territory and hence do not say so much when the play is down.

In a time of general leveling off in pin ball play, the question naturally arises as to whether the public may be losing interest in such games as a pastime. Pin ball has run for nearly 20 years now and at a high level of popularity for the country as a whole. Knowing the history of popular fads, operators have long been mindful of the fact that pin ball might wane in popular appeal. The underlying idea of bagatelle is an old, old game but even it has had its ups and downs in popularity.

So, some operators were asked the question, "Do you think the public shows any signs of losing interest in novelty and free-play games?"

About 55 per cent of the operators replying said they see no signs of a declining interest; some were emphatic in this answer. Most of them think local conditions always have much to do with any falling off in the play of games, and they can always point to some nearby city in which play goes well. Even in a state now considered very unfavorable to games, an operator replied that "games are prohibited—but they are doing very well."

But there was a good minority, about 45 per cent, of games operators who fear the postwar leveling off in games play may indicate a decline in popular interest in the amusement. Some said they merely had a fear that any drop in play might be a sign of less popular favor. In a good payout territory, an operator said play on payouts was about 90 per cent of the 1947 level.

And to the question on whether popular interest might be declining, he said, "Yes, very much so." Now, it has been taken for granted that games of chance would never lose favor with the public, but here is one report in which even payouts are said to be losing. Full reports on business conditions in the city from which the report comes are not available. But a survey among candy operators by THE REVIEW turned up the information recently that candy bar sales in

Chemist Reports: "... Tests showed Wax-Ola less abrasive than ... competitive brands ... (and) to be a superior Shuffleboard Wax in all respects ..."

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September 8, 1948

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Our tests showed conclusively that Wax-Ola is considerably less abrasive than two of the competitive brands; the other three brands and Wax-Ola were very close, with Wax-Ola testing just a trifle less abrasive if anything.

Wax-Ola, in laving properties, speed and stability under varying weather conditions, showed marked superiority to the other tested brands.

A poll of preference among top tournament and league shuffleboard players showed approximately 93% favoring Wax-Ola over any other powdered shuffleboard wax used.

In summary, our tests and observations show Wax-Ola to be a superior Shuffleboard Wax in all respects with a minimum of unfavorable effects on the Shuffleboard.

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Chief Chemist, Regent Chemical Products.

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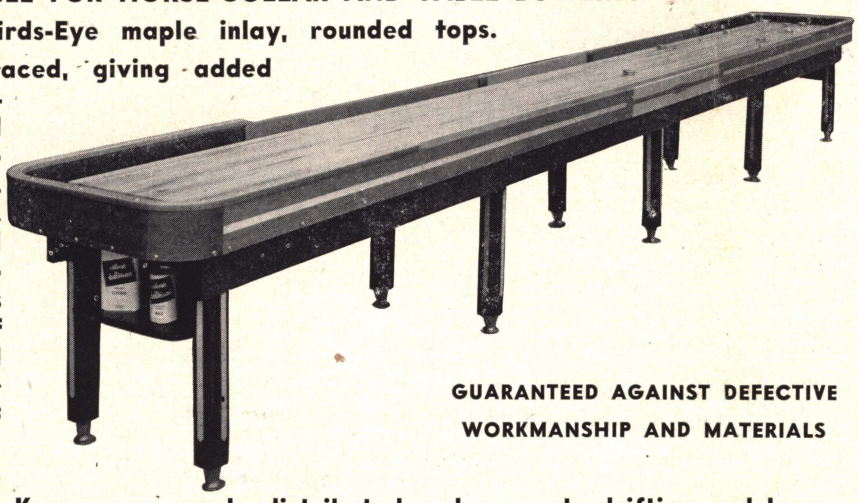

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the city had dropped considerably for some months.

In a city of the Midwest that licenses pin ball, long known as good territory and that also has its quota of payouts in clubs and suburban spots, an operator says the public is losing interest in five-ball games. In the Regional Business Reports column of this publication, pin ball has been reported as off to some extent in this city since summer; music has been gaining slightly, apparently due to stronger promotion efforts. Vending machines failed to make good seasonal gains in the territory. Thus, it may be concluded that here again is a city in which general business conditions are reacting on all types of machines.

There were some questions during the long war years as to whether a lack of new games might weaken public enthusiasm for pin ball. The fact that all operators and all locations fared alike, that new games were not being made, reduced the competitive use of new novelties and in that way the public was not reminded of new games appeal so often. Games play in all favorable territory kept at a high level.

It is now generally accepted that the high level of earnings for the masses of the people boosted the play of amusement games, as it did all other types of machines. Now that weekly earnings of many industrial workers are still declining slowly, it appears logical that a lot of these people may cut their play of amusement games in a general trimming of living expenses. If this is the case, then it is not that people are losing interest in games as a form of diversion.

One operator suggested that pin ball play, and the life of a game on location, depends a good deal on the boosting of the game by the location. In fancier terms, this may suggest that pin ball must be merchandised on location, just as music operators are learning about phonographs, just as is being learned about shuffleboard, etc.

Through pin ball history, the chief method of attracting players has been to change games on location as soon as the novelty shows signs of wearing off. During the war this idea was completely upset and the speed of the old prewar schedule of shifting games may not have returned.

So, we asked operators the question, "How long do good games hold interest on locations?" Right off, a St. Louis operator replied that the high cost of games enters into the picture and provides an answer to the question. When games cost more, they are not shifted from location to location so often. In our survey on operating costs a year ago, many operators mentioned they had reduced all servicing operations, such as shifting games, in order to cut costs as much as possible.

Forty per cent of the operators that replied to our question said the average life of a game on location is one month. Averaging the periods mentioned in all replies, the average life would be three months. The lowest period suggested was three weeks, and the highest mentioned was 12 months.

Under present conditions, it would seem that games operators are trying to shift games from location to location on a good schedule. The main cause of any deferred shifting seems to be a desire to cut the costs of doing business.

Since new machines have always been such a vital factor in keeping up the public interest in amusement games as a diversion, it would be interesting if an industry picture could be had of operator's buying practices for the past year. But it would be impossible to publish information, even if it could be had, that would show a true picture here. The ratio of new machines bought in a year to the total number an operator has in use is information that most operators prefer to keep secret.

Manufacturers and distributors can compare purchase records of long-term customers and get a fair idea of the ratio of new machine purchases to the number already owned by an operator. But still the picture is not complete unless details could be had on all the operators in a given territory, say an entire state.

But some operators do contribute interesting sidelights on their business. For example, an operator in an eastern state bought in one year 49 new pin ball games, two roll downs and three payouts, to make a total of 172 machines, old and new, on his route. He had added 49 new pin ball games to a route of 100 such machines. He also had 12 bells on location but did not buy any new ones during the year. His purchases also included eight new and 18 used phonographs during the year.

An Oregon operator reports his purchases of new machines last year as including 20

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bowling games, 50 bells, 75 consoles and 200 pin balls. This would appear to be a diversified purchase and territory helps to make it that way; the operator also purchased new phonographs but number is not listed. No used machines were purchased during a year.

A Colorado operator, with a large route of bulk vendors, reports he bought four bell machines and three counter games last year to try a venture into this field.

A West Virginia operator, with 40 pin ball games in use, also a phonograph route, bought 20 new games in a year, also 16 new phonos. A Tennessee operator, with a diversified route of music, pop corn, almond, peanut and amusement machines, bought 42 new pin ball and two new counter machines in one year. A Vermont operator lists his purchases of new machines in one year as 25 pin ball games, two arcade machines, four payouts, four bells and 12 phonographs.

Checks with amusement games operators always reveal that they diversify their business considerably, a majority of them operating music machines also. Some say they stick to free-play games and music. Others take on vending machines also. A Buffalo, N. Y., operator, who bought 31 new pin ball, two roll downs and two bowling games last year, also has a route of cigarette vending machines.

Individual cases, all having their own special points of interest, could be continued on and on. Under present conditions, operators of amusement games may be expected to diversify operations, many of them including vending machines in newer plans.

It is hardly possible to draw general conclusions at the present time whether the prime motive in buying new games is to hold locations against competition, or to replace wornout machines, or to expand a route. Amusement operators are buying new machines, but the higher costs of living, of doing business, and of new equipment, all act to limit purchases.

All reports from operators show that purchase of used equipment is now a minor item in their business. New equipment is the major part of all annual purchases, many games operators saying they have not bought any used equipment in the past year.

A Denver operator who bought 135 new games in 1948 also bought 27 used machines; that indicates the ratio of new to old in current purchasing for amusement routes.

Empire Distributors Open in 'Frisco

SAN FRANCISCO—A. C. and Al Roberts have opened the Empire Distributors here at 582 Valencia Street and will engage in a general jobbing and export business in coin operated equipment.

The brothers were formerly associated with their father, Wolf R. Roberts, in the operation of the Wolf Sales Co., Denver, Colo.

Hercules Green Top Booms in Popularity

LOS ANGELES—J. E. Bergstedt, who won acclaim as the father of black top shuffleboards and who created a sensation in the trade when he introduced the *Hercules* green masonite board, has just returned from a successful two week trip to Oregon, Washington, Utah, Nevada, and Idaho.

"It was truly amazing the way the *Hercules* green top moved into the top locations and dominated the play," Bergstedt said on his return. "One shuffleboard parlor in Seattle replaced eight warped maple boards with our green tops and play shot up immediately. Operators had never seen a board with as smooth and fast a surface and lost no time replacing many of their boards with *Hercules*."

Eight coats of a new type plastic finish are baked on the masonite field, Bergstedt said, to insure the most durable, easy-to-play surface on any shuffleboard ever made.

22-Ft. "Champ" Proves Knockout on Location

CLEARWATER, Calif.—With 15 years experience in all phases of the shuffleboard business, George D'Arcy, owner of California Shuffleboard, set about turning out a 22-foot board which, it is claimed, would be so outstanding that it would set new standards for the Industry.

After two years of reseach and experimentation, D'Arcy has come out with his 1949 *Champ*. Response by the trade has been gratifying.

"While we offer an attractive low-price deal to distributors," D'Arcy said, "no expense has been spared in the design and manufacture of this board. The *Champ* has solid mahogany rails, Birds-Eye maple inlay, rounded rail tops, full double-braced carriage for added strength, and ten legs scientifically spaced to give maximum strength.

"Speaking of strength—the ends, which are the weakest spot on most boards, are so strong on the *Champ* that they can withstand 300 pounds of weight without being affected."

D'Arcy added that the *Champ* is lined to make it adaptable for horse-collar and table bowling, as well as shuffleboard, and that the three-inch Eastern kiln-dried hardwood maple playing field contains no short or filler lengths of any kind.

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WASHINGTON D. C.

Some Observations

The current year is apparently going to be one of postwar adjustment that everyone has been talking about since before the end of the war. According to various Government agencies which gather statistics on everything under the sun, unemployment is creeping up, sales are falling off and savings are dwindling. By no means does all this mean a depression, according to the best federal economists. What it does mean is that the days when any commodity sold simply because it was available are over. Salesmen are again salesmen instead of order-takers. Such developments are no surprise to economists. The surprise is that they were so long in coming.

What does all this mean to the coin machine operator? In an attempt to find out, THE REVIEW's Washington reporter talked to several top-flight federal economists. They knew little about the coin machine business but were still able to make several observations.

For one thing, tightening up of sales means that almost inevitably Regulation W will be coming off—possibly on June 30, certainly by the end of the year. Restrictions on instalment credit raised few objections as long as the regulated articles were in short supply and a sellers' market existed. Opposition rose when dealers began to encounter sales resistance and saw in lengthened time payments a possible means of maintaining prices. Credit restrictions on phonos, TV sets and the like were eased in March, but there is much agitation in industry and in Congress for a complete lifting of instalment restrictions.

Operator Mortality

There is certain to be a further shaking down in the ranks of coin machine operators. Solid producers will continue as usual, but marginal operators are likely to be forced out of business. This is already happening in the nation's capital. Quite a number of operators who were servicing and maintaining bulk vendors in their spare time have given up. The penny vendor has virtually disappeared here, and the nickel vendor is being mainly operated by men who make the coin machine field their sole line of work.

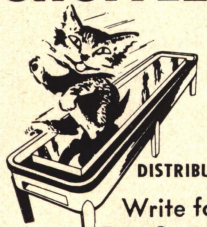
Economists think there will be increasing difficulty for operators trying to cut location commission or take off front money. It is felt that competition is likely to result in more rather than fewer concessions to the location on the part of the operator. It is further believed that there will be an increase in the number of locations operating their own machines. An example of this is in the field of the penny scale. These scales are now even being offered to stores as premiums for buying other goods. The store then collects the take without paying out anything to an operator.

Promotion and public relations will be of increasing importance to operators. In this city, an example of the way good public relations pays off is the standard operating procedure of the Washington Music Guild. In any list of contributors to local charitable drives, WMG has a prominent place and receives prominent mention in the daily press. The Guild alerted papers and trade correspondents for its annual banquet and drew reams of publicity, including pictures. WMG hooked up with local disc jockeys, and automatic phonos were plugged in this city as never before. Did any of this do any good? Hirsh de La Viez, one of Washington's biggest music operators, said recently, "I've got one of the country's most profitable music routes, and I owe most of it to the Washington Music Guild."

New Merchandise

New and better juices that may some day be of great value to venders are being sought by Agriculture Department scientists. Right now they are working chiefly on apple juice. The Bureau of Agriculture and Industrial Chemistry has succeeded in labeling and identifying the chemical constituents of apple essence. The next step is the creation of a synthetic apple juice with the flavor and aroma of fresh apples. In the long run, synthetic apple juice would be cheaper and more palatable than real juice. The Bureau is also working on what it pontificially calls "the recovery of volatile flavor constituents" from the juices of strawberries, peaches, blackberries, huckleberries and grapes. It's not too difficult to imagine a multi-flavor vendor dispensing synthetic

SHUFFLEBOARD



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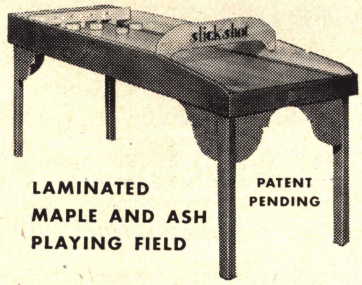

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juices of these products with the taste of the real thing.

The Bureau is also working on quick frozen foods. Chief line of research is now to prevent discoloration of the fruits and vegetables. The Bureau calls it "improvement in control of enzymatically induced oxidative discoloration."

* * *

Collections from the coin machine tax slumped slightly in February as compared with the same month last year, according to the Bureau of Internal Revenue. Receipts from the levy totaled $270,730 as compared with $274,461 for February, 1948. The decline was general in all excises, with the exception of the admissions tax.

Candy sales continued low in February, according to the Department of Commerce, which collects the statistics in cooperation with the National Confectioners Assn. Dollar sales of manufacturers were down 16 per cent from February, 1948, and were 6 per cent below January sales. For bar goods, the first two months of the year showed pound goods sales totaling 126,337,000 pounds valued at $53,073,000. For the same months last year, the figures were 136,845,000 pounds with a wholesale value of $56,738,000. The decline from last year was 8 per cent for pound sales and 6 for dollar sales. Percentage-wise the decline was more marked for bulk confectionary which was off 10 per cent in pound sales and 22 in value of goods sold.

Prospects are good for the legalization of bell machines in nearby Prince Georges County, Md. The Maryland Legislature has passed a bill calling a referendum on the subject not later than 30 days after June 1. So-called "one-armed bandits" are specifically outlawed in the bill, but electrically-operated consoles would be permitted if the voters decide in favor of bells, as they are expected to do. Annual license fees would vary from $25 to $175 per machine and up to $1,000 for distributors. Not more than five would be allowed in any one location, and no person or firm could own more than 100.

The proposed local sales tax of 2 per cent is on again after being off again for a couple of weeks. The measure came up in the House in mid-March and was defeated by about ten votes in a result that surprised everybody and scared the dickens out of city officials who face a whopping budget deficit. The House District Committee quickly whipped up a new measure, differing only slightly from the old one, and managed to squeeze it past the lower chamber. The tax will probably be approved by the Senate also, but no one is taking bets one way or the other.

Allocations of steel under the voluntary agreements program are being cut back more than 150,000 tons a month in June, according to Commerce Department's Office of Industry Cooperation. The reduction indicates that the country is over the hump of steel shortages and leads to the hope that steel prices may be coming down by the end of the year.

Senate approval of a bill tightening up loopholes in state taxes on cigarettes is extremely uncertain. The measure passed the House Ways and Means Committee recently and was headed for certain House approval. The measure would aid cigarette dealers and venders in tax states by cutting down on the shipment of tax-free smokes from states having no cigarette tax. A similar bill easily passed the House last session, but was buried in the Senate Finance Committee.

Washington Music Guild recently presented to Eddy Arnold the WMG award for the outstanding singer of western and folk tunes. The presentation was made to Arnold on the stage of Constitution Hall by Arnold Fine, *Washington News* columnist on behalf of WMG.

Los Angeles

With ample parking facilities, a central location and 2500 square feet of space, Wurlitzer's new Southern California headquarters, manned by Southland Distributing Co., made an auspicious debut last month. The service department, equipped with the latest machinery, is in charge of two factory trained men: **Ollie Sutton** and **Karel Johnson. Harvie Smith** heads the parts department, which is rapidly being built up, and **Mildred Moberg,** long-time Wurlitzer employee, is office secretary. **Al Mendez** and **Norman Rothschild** head the firm, aided by **Stan Turner.**

The firm was visited by the following out-of-town operators during the first ten days at its new location: **George Wheelock,** San Diego; **Lloyd Dindinger,** Oceanside; **Elmer Willard,** Paso Robles; **Milton Noriega,** Colton; **Bert Hammond,** Santa Ana; **John Clancy,** Bishop; **Marvin Farr,** San Pedro; **Mr. and Mrs. Charles Gauger,** Ventura. Local operators seen at Southland include: **Russ Gibson, "Happy" Clark, Mel Herman, Frank Robinson, Joe Michalak, Cash Gearhart, Joe Lien, Tommy Workman, J. M. Spalding, Bob Hines, Bob Clark, Ed Hoar, Mario Iriarte, Paul Johnson, Irving Kopf, Warren Clemens, Harry Small, Al Logelan, "Red" Locke, Herman Bruger, Johnny Lantz,** and **E. L. Norman.**

A new organization for cigarette machine operators, the Southern California Automatic Merchandising Association, Inc., has been formed and is now in the process of organization. Officers are as follows: **Ed Chandler,** president; **Al Weymouth, W. H. Hazard,** and **D. J. Davidson,** vice-presidents; **Alva Hanson,** treasurer; and **Arch Riddell,** secretary.

Aggressive merchandising still pays dividends in the coin field as evidenced by **Evan Pryde,** an oil worker who lives in Torrance. Several months ago Pryde decided to try bulk vending as a sideline. By providing top service and shifting his machines until he had lined up good locations, he has been able to build up a profitable part-time venture. At present Pryde is operating 60 Victor *Universals.*

Diminutive **Al Hanlin,** who is carrying on in the best traditions of a 33-year-old Los Angeles coin machine family, was spotted busy-beeing along the Row, buying equipment for his music and shuffleboard route. Al's father, the late Saul Hanlin, started operating coin equipment in 1916.

There was a day when music was the No. 1 operation of Trico Music's **Al Cohn.**

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OPERATOR'S PRICE **$124.50** F.O.B. LONG BEACH
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1. **Workmanship and material FULLY GUARANTEED FOR ONE YEAR.**
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FOR PLAYERS — MORE FUN • FOR OWNERS — MORE PROFIT

But with shuffleboard booming in high gear, Cohn has expanded his boards to a point where they now outstrip his phonos.

There is a move afoot to get **George D'Arcy,** headman at California Shuffleboard, to return to competition. George, former champ of Queens and Nassau County in New York, Essex and Carney Counties in New Jersey, and West Coast champion until business pressure squeezed out his tournament time, says he's too busy filling orders for the California *Champ* to get in shape for the sharpies.

Listening in at Leuenhagen's — **Mary Solle,** the hit predictor, says Frankie Laine's *Sweet Talk* is going to turn into sweet coin for music men. . . . Spotted among the ever-present wave of record buyers engulfing the Record Bar were **Dave Brymer,** Palo Verdes; **Pete Morrisey,** Santa Monica; **E. E. Peterson,** San Diego; **G. A. Wheeler,** Wheeler Ridge; **Jack Arnold,** Barstow; **Charley Hartman** and **Bill Cheshire,** Bakersfield; and **Irving Gayer,** San Bernardino. . . . Not only operators are consulting Leuenhagen's about what's hot but song composers are dropping in to test reaction to new tunes. Latest is **Ted Mossman,** who wrote *Till the End of Time, When I Write My Song, Full Moon and Empty Arms,* who brought in his new ballad, *Love Sat Down Beside Me* backed by *Who Has To?* on the *Fanfare* label and featuring **Bill Pannell** and his Hollywood Roosevelt Hotel Orchestra.

Detective Sergeant Hatch of San Gabriel is the proud father of a son, Walter, weighing 10 pounds, 6 ounces. And what, you are probably asking, has this got to do with coin machines? Just this: the Sarge is operating candy bars for the police relief benefit.

Phil Sreden caused quite a sensation with the new stand he designed for his own locations. It fits flat against the wall and holds up to 24 machines. Phil has also boosted take by high-chroming machines now on location, giving them the "new look," which in turn has given them new coins.

Ken Ferrier, who operates some 40 shuffleboards in Ventura and Oxnard, is sponsoring a girl's shuffle team to keep interest high. . . . Look for another music operator named Fernandez about 20 years from now—the wife of **Gene Fernandez,** well-known Ventura operator, recently gave birth to a boy. . . . Vivacious **Mary Sims,** Western Shuffleboard's Los Angeles manager, taking time out from her many duties to give the lads a Simshellac. Mary cuts a neat figure—puck-wise and otherwise. . . . **E. E. Simmons,** Badger Sales' Paso Robles representative, was in town reporting to headman Happel.

Homer Gillespie, veteran operator for 28 years, is developing some new ideas for legal games in Long Beach . . . The Royal Order of Welcome to **Fred Gaunt** on his return to General Music after two months of illness . . . **Morrie Sarver** of Arcade Music Co., San Diego, has bought out several small routes and has incorporated them into one operation of about 60 pieces . . . Another music operator who has seen the shuffle light is **Bob Prueitt** of Melody Music, who has just started adding boards to his holdings . . . **Scott Nye,** former Long Beach coinman, is operating 30 shuffleboards in Great Falls, Montana, and is using the *Modern* scoreboard.

The happiest go-lucky music operating team in this metropolis is **Ray Powers** (no relation to Ray R.) and **Rusty Jones.** The laughing lads now have something to really cut up about: gross on their route is elevatoring up . . . **W. E. Clemons** is doing well on shuffleboards and music in the neighboring community of Lynwood . . . Hollycrane's **Don Donaldson** week-ended in L. A. before hopping up to San Francisco and thence to Salt Lake City . . . **M. E. McGrew** of Paso Robles has purchased a phonograph-game route from Mills . . . Vegas Vendors of Las Vegas, headed by **Morris Rosenberg,** have added the Keeney cigarette machine to their operation . . . **Rex McCartney** of Hanford is building up a nice shuffleboard route.

Vending Row was saddened to hear of the death of **Ed Drury,** Alhambra's biggest bulk vender. He is survived by his wife Louise and son Donald . . . **Ken Rutherford,** the counter man with the magnetic personality at Operators Vending Supply, is the son of former operator **Horace Rutherford** . . . **Donald C. Byllesby** sold out to his partner in the A. B. C. Coin Machine Co. and is now San Diego distributor for Western Shuffleboard . . . Veteran bulk operator **Preston Coombs** flew down to Mexico City for a two week vacation; Partner **Jack Ott** guided the operation during Preston's vacash.

A year ago **Frank Rolando** of Burbank bought a new Nash and started operating bulk machines. One year and 26,000 miles later he traded for a '49 Nash, making up the difference out of earnings . . . Western Shuffleboard has annexed the exclusive Southern California distributorship for *Glide* shuffleboard powder . . . It's vacation time at Operators Vending Supply, with Sales Manager **Charles Ransom** taking off for a three-weeker in Hawaii and **Sid Bloom** basking in Murietta Hot Springs for ten days . . . **Stanley Little,** Long Beach phonograph operator, has branched into shuffleboard. He is sales agent for American and is also doing a big job selling the *Modern* electric scoreboard.

The feeling of Spring hit the **Paul A. Laymon** headquarters with a bang during the month and the painters descended with filled paint pots to give the exterior a gorgeous blending of forest green, rust and canary yellow. The blending of colors highlights the front and makes it easy to pick out from the store fronts in the neighborhood. Entering through the forest green door to partake of the offerings inside were **Alex Koleopolus,** Bakersfield; **Johnny Ketchersid, Jack Johnston, Ed Lyons** and **Charles Cahoone,** Long Beach; **W. O. Adkins, Clyde Truss** and **Stanley Johnson,** Oceanside; **Jim Clark,** Santa Monica; **Ray Twiss** and **William Shorey,** San Bernardino; **Vic Shorb,** Salinas; **William Sparrow,** Santa Barbara; **Pop Burris,** Montebello; **Lloyd Barrett** and **S. L. Griffin,** Pomona; **Frank Walnum,** Moro Bay; **William Olson,** San Pedro; **E. E. Simmons,** Paso Robles; **R. T. Fraser** and **W. F. Arbuckle,** San Diego; **Al Anderson,** Shafter; **George Licali,** Ontario; **Floyd Stover,** Fontana; **Pete Thelan** and **Charles Stewart,** Glendale; **Jack Mallett,** Claremont; **Perry Irwin,** Ventura; **E. Eastburn,** Pasadena, and **Roy Jones, Jr.,** Inyokern.

Phil Robinson, factory representative for Chicago Coin, looks just like Phil on television. Recently while visiting the CBS studios in Hollywood Phil was coaxed into appearing on the "Bid for Bargains" program and ended up buying the missus a left handed coffee grinder ON television.

Will R. Golden, formerly with Universal Match Corp., has settled in Los Angeles as president of California Cigarette Concessions, Inc. New corporation plans the operation of a very substantial number of cig. vendors in Southern California.

* * *

Gertie: "And after he kissed you five times, then what?"

Maisie: "Oh, then he began to get sentimental."

NEW '49 PACE BELLS

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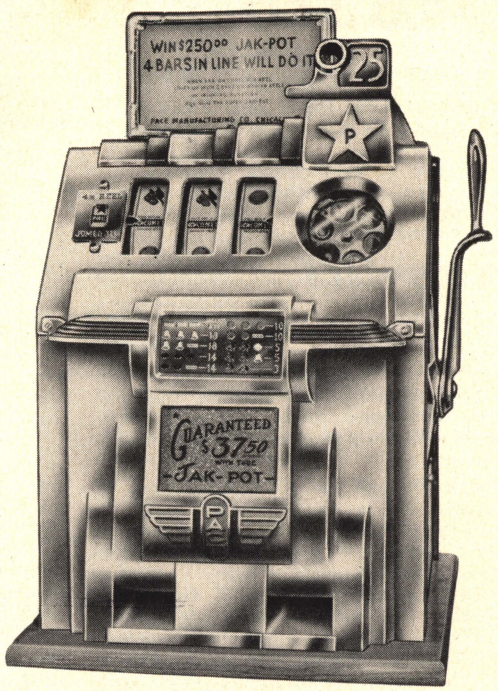
OPERATORS OR CLUB REELS
NEW 4th REEL SUPER JAKPOT

NEW LOW PRICES



5c Tip Top Chrome	$200
10c Tip Top Chrome	215
25c Tip Top Chrome	230
50c Tip Top Chrome	310
$1.00 Tip Top Chrome	475

FOURTH REEL SUPER JAKPOT

5c Chrome	$260
10c Chrome	275
25c Chrome	290
50c Chrome	370
$1.00 Chrome	535

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SAME CABINET AS SHOWN ON LEFT

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Fair Trade Hopes Get Setback in New York

NEW YORK—Hopes of tobacco trade leaders for new state fair trade laws got a setback when the New York Legislature adjourned without taking action on fair trade bills. The example of New Jersey had been counted on to help secure passage of a law in New York.

The proposed bill in New York would have required wholesalers to take a 4 per cent mark-up on cigarettes, and retailer minimum mark-up to be 8 per cent.

The Supreme Court of Florida also hit at fair trade laws and fair trade pricing in a decision involving prices on liquor. The court went counter to the trend in federal and state court decisions in recent years, to say that fair trade pricing is decidedly monopolistic and an unfair use of state police powers. It is feared the Florida decision may mark the beginning of a trend against fair trade laws.

Georgia became the thirty-third state to put an Unfair Sales law into effect, with the adoption of a new statute Feb. 18. The new law is similar to that of New Jersey in outlawing cut prices on cigarettes.

Of the 33 states having fair trade laws, at least eight have also passed specific laws relating to cigarette prices. In fact, a general legislative trend in this direction had been anticipated this year. Of the 15 states in the group of 33 fair trade states having no statute relating to cigarettes, at least 10 of them had bills covering cigarette prices introduced this year. They were Alabama, Florida, Illinois, Indiana, Iowa, Michigan, Mississippi, New York, Texas and Vermont. The New York bill was lost, as reported above, but full information is not available on the fate of bills in other states.

Cigarette operators in Massachusetts and Wisconsin have in the past considered seeking the inclusion of commission rates on vendors under the state Unfair Cigarette Sales laws.

Under the New Jersey law, wholesalers figure the minimum price by taking invoice price, less trade and cash discounts of 10 and 2 per cent and adding the legal 4 per cent mark-up.

An Iowa bill introduced this year specified that cost of cigarettes is the invoice price less all trade and other discounts, plus 4 per cent of sales at wholesale, and plus 8 per cent for sales at retail. If the buyer pays transportation costs, ½ of one per cent must be added.

Vendors, Boards Head Laymon Offerings

LOS ANGELES—"A brand new cigarette vending machine selling for less than one hundred dollars" is the assertion being made at Paul A. Laymon, Inc. where the new Clayman-Yeaton vendor is being offered. Machine holds 100 packs and can be used on the wall, a counter or a cabinet stand which is also available. Reserve storage shelf holds an additional 80 packs and the vendor may be had with various change making combinations.

Also leading the best sellers in the Laymon menage is C. T. Girdner's Royal Shuffleboard. "It didn't take the boys long to find out that a board supported by an all-welded structural steel frame is the most desirable," stated Laymon, "and as a result we have been doing a brisk business on the new Royal. It's everything the operator and player desires in a first class shuffleboard."

Laymon is currently featuring Bally's Spot Bell which has had a phenomenal run, and is presently awaiting the announcement of a forthcoming Bally product.

AUTOMATIC MUSIC

Music Week Listed In Review Calendar

From a strictly business standpoint, probably the most important date in THE REVIEW CALENDAR for May will be National Restaurant Week, May 2 to 8. Practically all types of machines find favor in restaurant locations, so the week in which restaurant owners all over the land discuss plans to promote their business cooperatively will be of interest to all divisions of the trade.

The National Restaurant Assn. usually leads in plans to promote the special trade week and in some years the restaurant business has made it quite an occasion.

There are two special weeks in May that will interest music operators mostly. These include National Music Week and perhaps Noise Abatement Week. Many music operators will remember there were days when criticism was made of phonographs because of being too loud. The time may come when automatic phonographs will be recognized in some way in the National Music Week idea, but at present this special week seems designed chiefly to promote classical music.

Spring Cleanup Week comes early in May and all operators will find it good business to cooperate in local community drives. Many bulk operators will also recall that cleanup suggestions are often made about their machines.

There are some special days on the May calendar that the trade will want to remember because of their patriotic implications. These include I Am An American Day, Poppy Week and Memorial Day. There are some special days that also concern us all as human beings—Mother's Day, Hospital Day, etc.

Manufacturers will think of World Trade Week and wish for the return of normal times when export trade will hold at a much greater volume than at present.

Seeburg Makes Contribution To Better Music

Time Proves 100-Selection Machine Paves Way Naturally To Using Better Tunes

CHICAGO — A decided contribution to better music is the way officials of J. P. Seeburg Corp. and also distributors for the firm view the *Select-O-Matic 100*. This new automatic music machine, that attracted such wide publicity outside trade circles when it was first introduced, is now well established on the market and the manufacturer confirms a strong belief in the broad influence the device will have upon the music trade in general.

Speaking for the firm, C. T. McKelvy says the evidence that the 100-selection machine will pave the way for better music on phonographs is already so conclusive that it can be pointed out as the dominant factor in the music trade at the present time. Record distributing firms that handle a number of labels have also pointed out that the new machine has had its influence in causing operators to buy records heretofore not often found on operator's shopping lists.

This is hailed as a real achievement in the music field, a trend that McKelvy says will help to keep the whole operating business moving ahead and by all means holding the good will of the public. He affirms that one of the greatest needs in the music field is a more listenable type of music and that automatic phonographs had reached a stage where there is danger of incurring public disfavor because so much noisy music was being offered the public. Restaurant managers have been known to complain of losing customers because of loud music at meal time.

The new Seeburg machine provides naturally for a large number of good records because of the load of 50 records which the instrument carries. Some operators may have wondered at first, McKelvy states, how they would load such a machine, but time has already proved that this is a simple problem and that a lot more of the old favorites naturally belong in the list of 100 selections.

A lot has been said in past years on the proper ratio or division of records loaded in a phonograph, in order to get the most play. If the total number of records is small, it will be necessary to cater to the popular craze for the top hit tunes—which may be the top ten, or only the top five.

But when the machine may offer 100 selections, then it is possible to list the top ten or whatever current fancy may require, and then use the rest of the load to cater to the big majority of people who never bother about the top ten hits of the day. There may be many opinions about what people actually want in music, but McKelvy says the Select-O-Matic is showing that many people like the old favorites and appreciate being able to find them in a con-

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venient grouping, or program, on a modern machine.

An illustration can be found in Joe's Place, and many operators can duplicate the type of location. Maybe Joe's Place has 150 customers during the day and evening. Of these, it will be found that 50 may prefer the latest boogie woogie number, or some other current tune in the limelight. But the other 100 customers will prefer quality recordings of the old favorites and will be happy indeed to find them on the phonograph program.

From a strictly business standpoint, it boils down to the proposition of whether the music operator wants to cater to the group of 50 customers, or the larger group of 100 customers who much prefer the old standards or even the classics. For operators are even using 12-inch records on the Select-O-Matic, McKelvy says. They even find that organ and piano arrangements get many a play.

McKelvy pointed out that RCA Victor had issued a folder which lists "the time-tested records for use on the Seeburg Select-O-Matic 100, the coin machine that plays both sides of either 10- or 12-inch discs." According to the record firm, the list is based on sales statistics of the firm and its distributors.

The list shows some well-known popular favorites and artists in the 10-inch discs, and also such perennial tunes as *Ah! Sweet Mystery of Life, Indian Love Call, I'm Falling In Love With Someone,* etc. Among the 12-inch discs will be found *Blue Danube, Jalousie, Sabre Dance* and others.

By offering a wide variety of selections, including so many numbers that are sure to appeal to the deeper human emotions, the Select-O-Matic gives a new public impression of automatic phonograph systems and also adds to the enjoyment of better music everywhere.

Distributors for the firm have become thoroughly convinced of this trend and how it will grow as operators learn what it means, McKelvy says. As is well known, the Select-O-Matic has been placed on the market at a time when a number of important questions confront music operators, and hence McKelvy was asked his views on some of these:

Q. In view of some events in the last year or so, there are people who ask about the future of the automatic phonograph. Does Seeburg still have confidence in the future of automatic music?

The Select-O-Matic is a definite expression of confidence in the future of automatic music, McKelvy said, and a lot of time and money was spent in developing a machine that would really show confidence. The guiding principle in the Seeburg organization hinges on the belief that inventions will always turn out to improve the quality and the field of automatic music. The firm always strives to take advantage of every new development and adapt it so that operators can use it.

This will hold true of television, or any other idea that comes along. It will eventually work out to the advantage of operators and the automatic phonograph trade, so that music men can offer better and better music services.

In this respect, the firm feels that Select-O-Matic is the most advanced use of new developments, all put at the disposal of the music operator who wants to keep ahead. The operator need not be ashamed of his business, but can be assured that he will be offering a music service that is second to none. Select-O-Matic is often recommended to those operators who must meet other competition, such as telephone music, television, or any other kind of system that would displace a phonograph. The operator can offer something better.

The future of the automatic music business is assured because of the constant stream of improvements. The next two years will certainly show some decided adjustments in the manufacturing end of the trade and operators will have to learn to do more of their own work. One of the most important facts is the trend back to one-man routes, which means smaller orders but more work and better attention to business out on the front line.

Manufacturers are not likely to overproduce again. Too many phonographs were made in 1946 and 1947 and operators simply could not absorb them. The mortality among new operators, who entered the field in the two years after the war, has been very heavy but operators in general are holding up well. They make more money than in 1939 and 1940 but their costs are also higher. But by doing more of their own work, they will come out the winner and the music business will be all the better.

As a manufacturer, Seeburg has given much study to trying to find the point of demand at which the trade will level off for the future. For the good of all concerned, the firm will try not to produce more than for which there is a healthy demand.

Q. What will all this upheaval about new types of records do for the automatic music trade?

McKelvy says the appearance of at least three different speeds of recording has been very upsetting to those who build phonographs and also to the retail record trade. He considers it unfortunate that such a thing happened, but feels confident there will be a final standardization on one speed —and his bet is on the 45 r.p.m.

He says the Select-O-Matic, or other phonographs, can easily be made to handle the new 7-inch discs and that such a system will come in time, with great savings to operators. But for the present, and until the home market has been adjusted, the automatic phonograph field will be a big market for the standard discs. Makers of home phonographs, in many cases, are having to delay until there is some general agreement on one recording speed. The idea of three or more speeds for home use is too confusing and impractical.

The change in recording speeds will not hurt the automatic music business, and in the end will turn out to be another great invention that makes it possible for operators to offer better music to the public.

Q. What is happening to the credit of music operators at the present time?

Reports from Seeburg distributors show that the credit of music operators is steadily improving and that music operators in general will have a good year, unless there is a decided business reversal that hits everybody. The places in which phonographs are placed, in many instances, have less trade than two years ago and the music supplier also has less trade. The hope of everybody is that the nation has already found the point at which business can level off to a normal period extending over many years, and that operators can make their plans with more certainty.

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London Gets Seeburg in Minnesota and Dakotas

CHICAGO—C. T. McKelvy, vice-president in charge of sales of the J. P. Seeburg Corp., has announced the appointment of S. L. London Music Co., Inc., as exclusive distributors of Seeburg music systems and auxiliary equipment for Minnesota, North Dakota and South Dakota.

Complete sales, display and service facilities to serve this territory are located at 2605-07 Hennepin Ave., Minneapolis.

The London organization has for many years been the exclusive Seeburg distributor for Wisconsin and upper Michigan. Headquarters for this operation are located in Milwaukee.

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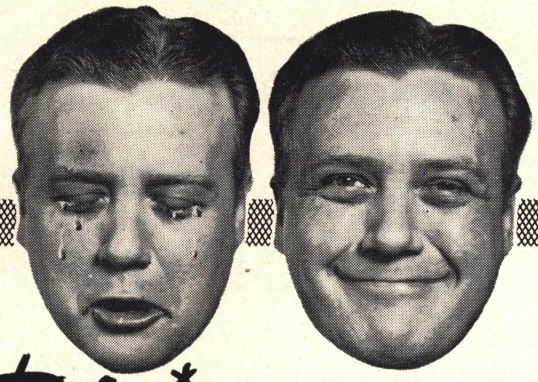

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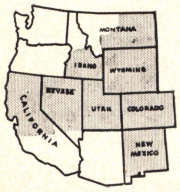

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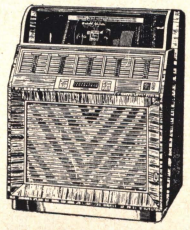

Record Trends Watched From April 1 Dateline

NEW YORK—Financial papers reported that the so-called record war began literally about April 1. RCA Victor officially put its new changer and the 45 r.p.m. record on the market March 31, and Columbia started its new prices on discs on the next day, officially.

Columbia's price reduction is said to be the first official price cut by a major disc firm in some years, since the 75-cent level for pop records became standard. It has been anticipated since the new types of records were announced, however, that a price decline on all types of records would follow, as explained in a review of the record situation in our April issue, page 22.

With official action starting April 1, the market may simmer for a month or so before other decisive action is taken. Decca has officially announced that costs are still so high that no price reduction is planned at present.

RCA notified its dealers, according to retail circles, that it has not planned any general price reduction, but that dealers will be protected in case such a step is taken. This indicates anticipation by a major firm that future price reductions may come as a result of competition.

One financial paper said recently that "phonograph record circles are buzzing with rumors." One big problem for the recording industry is the general decline in sales and this has led distributors and dealers to do some price cutting on their own, to move stocks. Official reports show that 1948 was a poor year for record sales to the public and retailers will no doubt air their views on the current year's trends when the National Assn. of Music Merchants holds its convention in July.

A number of reports and surveys have been made of the record situation and it is now agreed that 1948, although poor for the industry as a whole, was a very good year for the indie recorders—these firms said to have taken about 30 per cent of the sales last year. Predictions have been made, however, that the current year may not be so favorable for the indies, due to the general confusion in the public mind and also the heavy promotions by the majors.

Decca made its usual annual report, appearing in newspapers, and showing its net sales were off considerably for 1948 as compared with 1947, its best postwar year. Officials called 1948 "a year of adjustment for Decca, occasioned by a return to a more normal demand for our product. Although sales and earnings declined, it was still a good year."

Carl E. Johnson Leaves Wurlitzer

NORTH TONAWANDA, N. Y.—Carl E. Johnson, vice president and manager of the North Tonawanda, New York, Division of the Rudolph Wurlitzer Co., has tendered his resignation as an officer and employee of the company, and it has been accepted, according to an announcement by R. C. Rolfing, president.

Ray C. Haimbaugh, director of engineering, has been promoted to the position of manager of the division, effective at once.

Victor Prices Retained

CAMDEN—There will be no general reduction in the suggested retail list prices of RCA Victor records, according to current plans announced by J. W. Murray, vice president in charge of the RCA Victor Record Department.

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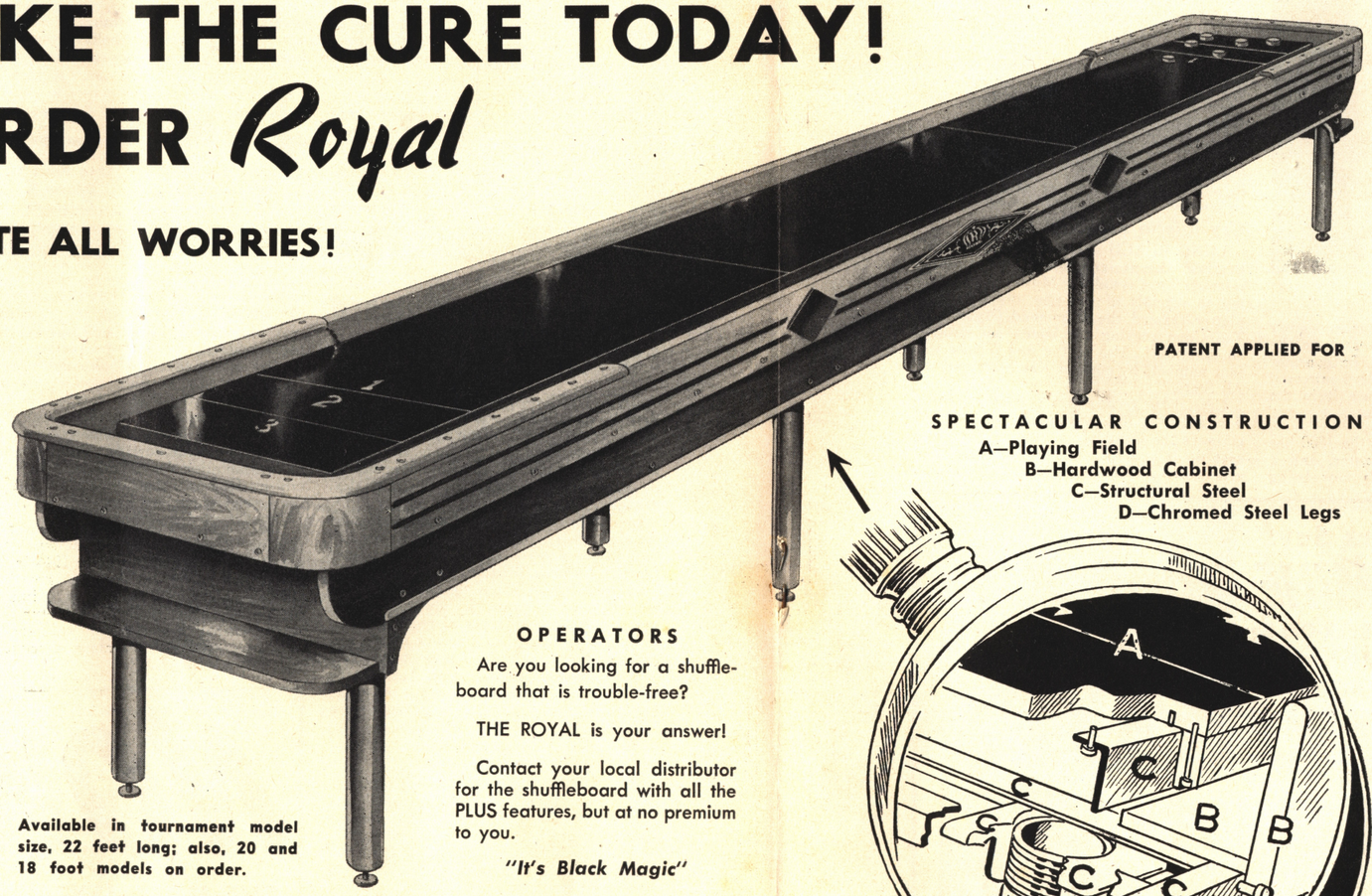

Available in tournament model size, 22 feet long; also, 20 and 18 foot models on order.

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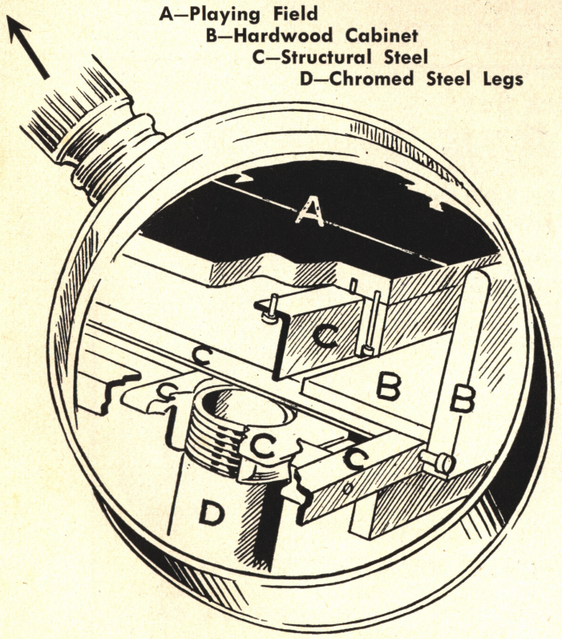

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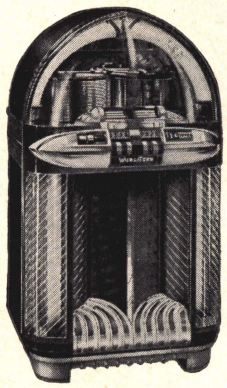

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Permo's Baker — Deacon — and West

Permo Appoints Three New Representatives

CHICAGO—Genial "Gene" Steffens, vice president and general sales manager of Permo, Inc., has announced the appointment of three new representatives, all of whom have had long experience in the record business. "The background of these men will round out our national representation," said Steffens, "and I am sure the operators will find them cooperative and helpful."

Leading the list is Jack Baker, who will cover the Minnesota, upper Michigan, Wisconsin and northern Illinois territories and make his headquarters here.

George Deacon will cover Pennsylvania, Maryland, Virginia, Washington, D. C., and northern and eastern West Virginia. He has a fine background in the record business. George will make his headquarters in Scranton, Pennsylvania. However, he will possibly establish in either Baltimore or Washington, D. C., later, as these cities are more centrally located in his territory.

Howard West will make his headquarters in Atlanta, Georgia. He comes to Permo with many years of successful sales experience behind him, and will cover Tennessee, Alabama, Georgia, North Carolina, South Carolina and Florida.

Wurlitzer Offers Personalized Phono

NORTH TONAWANDA — Personalized phonographs—declared to be one of the liveliest ideas to hit the phonograph industry, has just been announced by the Rudolph Wurlitzer Co.

Using the Wurlitzer 1080, and with no extra charge to the operator, the name of the location, in any color or style of lettering the location prefers, is conspicuously illuminated in the plastic crest above the record-changer compartment. The operator is also provided with a standard mirrored panel in case he desires to use it in the regular manner at any later date.

The all-over illumination of the 1080 has been made considerably brighter, and a gleaming gold background is now being used in the record-changer compartment.

"There's nothing like the personal touch in selling," commented sales manager Ed Wurgler. "The 1080 now has an additional appeal that no other phonograph can offer. And, what's more—when it's in, it stays in. It's tough to move out a phonograph with the location's name on it."

South Dakota Music Men Report Defeat of Bills

MITCHELL, S. D.—The South Dakota Phonograph Operators Assn. has re-elected Mike Imig president for a second term and returned Norman Gelfke to post of secretary-treasurer for another year at a three-day convention here, attended by 50 South Dakota operators.

The association is now nearly 100 per cent South Dakota membership, with only three or four operators holding out at this time, according to Imig.

The SDPOA held business discussions which centered around industry legal problems, direct-to-location sales which operators claimed have plagued them, and other location-operator relationship problems.

Mel Pederson of Huron, Harold Scott of Mobridge were re-elected directors and five new directors were chosen, including Tony Trucno, Deadwood; Arnold Bredick, Watertown; Harry Johnson, Mitchell; Al Reis, Watertown; and Robert Shea, Worthington.

It was reported that the recent Legislature at Pierre closed without passing any legislation detrimental to the Industry, due to persistent efforts of the association and its counsel and officers.

Crystalette Releases Discs

LONG BEACH—"Definitely sensational" has been the acclaim to the first recording released by Crystalette Music Co. according to officials of the new discery. First platter teamed the Hammond Organ with Ted Goon playing the bones—an unusual combination! Also in the first release was four numbers by popular Kay Starr and the All Stars.

Crystalette records are pressed on Duraflex, retail at 75c, and future releases will embrace the classical, popular, western and race fields and include recordings by such artists as Charlie Ventura and Bob Zerke.

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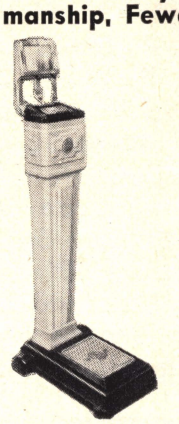

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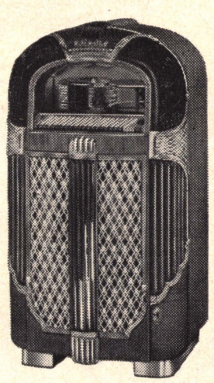

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RECORD SCOREBOARD

PICKED FOR PROFITS

Below are listed the best of the current releases. Each record has been reviewed by our music staff. Only those desirable for profitable use on automatic phonographs are listed. Side listed first is considered the best of the two. Those marked with a star (*) are the top tunes of each label. Space is provided for inserting quantities desired should the operator wish to use the list as an order blank. FT—Foxtrot; N—Novelty; V—Vocal; VC—Vocal Chorus.

CAPITOL

*_____15410 ON THE ALAMO (V); BEGIN THE BEGUINE (V), *Jo Stafford*
_____15412 I'VE BEEN HIT (V FT); THE GLOW WORM (V Ft), *Johnny Mercer*
_____15415 HONEY, I'M YOURS (V); I AIN'T NOWHERE (V), *The Tomcats*
_____15418 IF YOU STUB YOUR TOE ON THE MOON (V); DON'T CRY, CRY BABY (V), *King Cole Trio*
*_____15419 HOW IT LIES, HOW IT LIES, HOW IT LIES (V FT); WABASH CANNON-BALL (V HB), *Kay Starr-DeVol, Merle Travis*
_____15420 TEDDY BEARS' PICNIC (V FT); FAREWELL BLUES (Inst.), *Frank DeVol*
*_____57-545 DREAMY OLD NEW ENGLAND MOON (V Waltz); THREE WISHES (V FT), *Dean Martin*
_____57-70001 A CHICKEN AIN'T NOTHIN' BUT A BIRD (V N); DITTO FROM ME TO YOU (V), *Nellie Lutcher*
_____15424 ONCE AND FOR ALWAYS (V FT); WHY CAN'T YOU BEHAVE (V FT), *Jo Stafford*
*_____15425 LITTLE OLD CHURCH NEAR LEICESTER SQUARE (V FT); A CHAPTER IN MY LIFE CALLED MARY (V FT), *Gordon MacRae*
_____15426 WHEN IS SOMETIME (V); THE STORY OF MY LIFE (V), *Margaret Whiting*
_____15427 I GOT IT BAD (V FT); THAT'S RIGHT (FT), *Woody Herman*
_____15429 BUSY DOING NOTHING (V N FT); SENORA (V N), *Jack Smith-Clark Sisters*

CAPITOL FOLK

*_____15413 MONEY, MARBLES, AND CHALK (V); OPEN UP YOUR HEART (V), *Country Washburne*
_____15414 GIVE ME A HUNDRED REASONS (V); I BELIEVE YOU, BABY (V), *Ann Jones*
*_____15421 I DIDN'T KNOW THE GUN WAS LOADED (V N); I AIN'T GOT NOTHIN' TO LOSE (V Ft), *Betsy Gay, Andy Parker*
_____15423 NEED YOU (V); I'M BITIN' MY FINGERNAILS (V), *Wesley and Marilyn Tuttle*

COLUMBIA

_____38417 WHEN IS SOMETIME? (V); IF YOU STUB YOUR TOE ON THE MOON (V), *Frank Sinatra*
*_____38419 A BLUEBIRD SINGING IN MY HEART (V FT); YOU CAN'T BUY HAPPINESS (V FT), *Jerry Wayne-Dell Trio*
_____38431 I'M THROUGH CALLING EVERYBODY DARLING (V FT); I HAD MY HEART SET ON YOU (V FT), *Al Trace*
_____38420 COCA-ROCA (V N); PIN STRIPED PANTS (V N), *Ray Gilbert*

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The Review Selects THE TOP TUNES of Current Releases

Capitol 57-543
BALI HA'I (V FT)
THERE IS NOTHIN' LIKE A DAME (V N FT)
Peggy Lee - Dave Barbour

There is something solid to the first tune that will forge it along in public favor. It's the sort of thing you can hear over and over again and never tire of. With a strong Polynesian flavor Peggy Lee's plush pipes do a neat waxing of the haunting ballad. On the Number Two side a male chorus backed by the Barbour band do a swingy, show-style song-story of life in the South Pacific where life is just about everything you could want —except there's no dames. Very clever.

Columbia 38448
I DIDN'T KNOW THE GUN WAS LOADED (V N)
ANYTHING CAN HAPPEN WHEN YOU'RE LONESOME (V FT)
Janette Davis with The Mariners

First side is a snappy novelty expertly sung by Janette Davis. It's an alibi number with La Davis at her best and doing a take-off on Mae West in the finale. The Mariners are excellent in support and the whole affair is an amusing piece that will win repeat plays. On the second side Miss Davis does a wistful new ballad with some success, but the pay dirt is still on the top.

Victor 20-3406
THANK YOU (FT VC)
MY BASHFUL NASHVILLE GAL FROM TENNESSEE (FT VC)
Buddy Moreno

Clever number with tricky vocal handling. Buddy Moreno does the catchy lyrics with whole band aiding vocally. Flipover is snappy ditty with Moreno again highlighted on the vocal chores.

Recommended Albums

Capitol CC 137
BARBER SHOP HARMONY featuring The Sportsmen Quartet. In the Shade of the Old Apple Tree, Meet Me Tonight in Dreamland, Down in Jungle Town, Red Rose Rag, Down By the Old Mill Stream, When You Wore a Tulip.

Here is the type of close harmony everyone enjoys and likes to indulge in after a few beers. The Jack Benny quartet, The Sportsmen, have gathered a group of oldtimers as American as the Stars and Stripes. Can be used profitably anywhere.

Capitol CC 141
TROPICAL ISLE with Alvino Rey and his orchestra. Sentimenal Journey, Moon of Manikoora, Sweet Leilani, Pagan Love Song, Wabash Blues, Love Song of the Nile.

Nothing unusual here, although this is a fair collection of tunes of the tropics. The electric guitar is featured and all are instrumentals. On Wabash Blues the Rey "mama" novelty is injected.

Capitol CD 144
KISS ME KATE featuring Jo Stafford, Gordon MacRae and Paul Weston's orchestra. Always True to You in My Fashion, Why Can't You Behave, I Hate Men, So In Love, Where Thine That Special Face, Bianca, Wunderbar, Too Darn Hot.

An excellent album of the tunes from the current Cole Porter musical. Stafford does a nice job on "Always True" and the novelty "I Hate Men." With Gordon MacRae her recording of "Wunderbar" is fascinating and tuneful. These numbers, plus "So In Love" constitute the best bets for automatic use.

Columbia C 181
TRIBUTES IN TEMPO featuring The Modernaires. Glenn Miller Medley, Lamplight, Stardust, Rock It For Me, It's a

Lonesome Old Town, You Call It Madness, Margie, Ain't Misbehavin'.

In recording these numbers The Modernaires have selected Glenn Miller, Hal Kemp, Jack Jenny, Chick Webb, Ben Bernie, Russ Columbo, Jimmie Lunceford and Fats Waller for special musical tributes. Numbers are tunes identified with each particular artist. Fine for dining spots.

M-G-M L-5

BARKLEYS OF BROADWAY with Fred Astaire and Ginger Rogers. They Can't Take That Away From Me, Shoes With Wings On, My One and Only Highland Fling, You'd Be Hard to Replace.

Four sides taken from the sound track of the M-G-M flicker of the same name. For automatic use the first tune has the most merit.

M-G-M L-9

WIZARD OF OZ from M-G-M picture of same name. Over the Rainbow, We're Off to See the Wizard, If I Only Had a Brain, Ding Dong the Witch Is Dead.

M-G-M is currently reviving this film and as a result these tunes will be in demand once more. As a tie-in with the film's appearance these platters will show the best return.

M-G-M 41

GUS EDWARDS SONGS featuring Lyn Duddy Swing Choir and Vocalists. School Days, If a Girl Like You Loved a Boy Like Me, By the Light of the Silvery Moon, Sunbonnet Sue, In My Merry Oldsmobile, He's My Pal, Jimmy Valentine, If I Was a Millionaire.

Here are tunes which will never die—music that will live on and on—and this album is sort of a memorial to one of the greatest showmen in the annals of American show business. The tunes are old hits by the star and music-maker, Gus Edwards. The Lyn Duddy Swing Choir, ably assisted by stellar soloists, dress the old favorites up in modern clothes and your patrons will love 'em. Get this album and start spinning these favorites.

Rutzen New Export Sales Manager for Wurlitzer

NORTH TONAWANDA, N. Y.—Carl E. Johnson, Wurlitzer vice-president and plant manager, announces the appointment of Arthur C. Rutzen as general export sales manager for the firm.

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_____38421 BOP! GOES MY HEART (V FT); WHERE IS THE ONE (V FT), *Frank Sinatra*

_____38422 HAVIN' A WONDERFUL WISH (V FT); STORY OF MY LIFE (V FT), *Dinah Shore*

*_____38446 SOME ENCHANTING EVENING (V); BALI HA'I (V FT), *Frank Sinatra*

_____38445 RIDERS IN THE SKY (V HB); WAYFARING STRANGER - WOOLIE BOOGIE BEE (V HB), *Burl Ives*

*_____38447 ALL RIGHT, LOUIE, DROP THE GUN (V FT); COULD I? I CERTAINLY COULD (V), *Arthur Godfrey*

*_____38429 LITTLE OLD CHURCH NEAR LEICESTER SQUARE (FT VC); SAULT STE. MARIE (FT VC), *Frankie Carle*

_____38428 DON'T CRY, CRY BABY (FT VC); HURRY HURRY HURRY (FT VC), *Harry James*

_____38443 WHISPERING WATERS (V FT); A CHAPTER IN MY LIFE CALLED MARY (V FT), *Buddy Clark*

*_____38448 I DIDN'T KNOW THE GUN WAS LOADED (V N); ANYTHING CAN HAPPEN WHEN YOU'RE LONESOME (V FT), *Janette Davis*

*_____38461 TOO DARN HOT (V FT), *Lorenzo Fuller;* BIANCA (V), *Sarah Vaughan*

_____38462 BLACK COFFEE (V Blues); AS YOU DESIRE ME (V Blues), *Sarah Vaughan*

CRYSTALETTE

*_____601 SHEIK OF ARABY (Inst.); AIN'T SHE SWEET (Inst.), *Goon Bones and Mr. Ford*

*_____602 SWEET LORRAINE (V); LOVE ME OR LEAVE ME (V), *Kay Starr and All Stars*

*_____603 ST. LOUIS BLUES (V); AFTER YOU'VE GONE (V), *Kay Starr and All Stars*

DISCOVERY

_____103 MOON OVER MIAMI (FT); LIFE WITH FATHER (FT), *George Shearing Quintet*

NATIONAL

_____9068 (Ya Got My) BRAND OF HONEY (V); GRIEVING FOR YOU (V), *Wini Brown*

M - G - M

_____30193 YES, INDEEDY (V FT); TAKE ME OUT TO THE BALL GAME (V FT), *Gene Kelly and Betty Garrett*

_____30194 TEDDY BEARS' PICNIC (FT VC); MOSQUITO'S PARADE (FT VC), *Philip Green*

*_____10383 SOMEHOW (V FT); WHAT'S MY NAME (V), *Billy Eckstine*

*_____10386 EVERYWHERE YOU GO (FT VC); SHE'S A HOME GIRL (FT VC), *Frankie Masters*

*_____10387 DON'T TELL MY HEART (FT VC); DON'T TAKE MY WORD (FT VC), *Buddy Kaye Quintet - Tune Timers*

_____10388 DREAMY OLD NEW ENGLAND MOON (V); BECAUSE YOU LOVE ME (V), *Kate Smith*

_____10390 O'LEARY IS LEERY (V FT); IT'S FATE, BABY, IT'S FATE (V FT), *Betty Garrett*

_____10399 BALI HA'I (FT); SOME ENCHANTED EVENING (FT VC), *Hugo Winterhalter*

_____30196 SONG OF THE VAGABONDS (Inst.); SWEDISH RHAPSODY (Inst.), *David Rose*

*_____10392 IT'S A CRUEL, CRUEL WORLD (V Waltz); TULSA (V FT), *Jack Kilty*

*_____10391 RED HEAD (FT VC); HURRY! HURRY! HURRY! (FT VC), *Johnny Bond*

_____10393 YOU BROKE YOUR PROMISE (V FT); A CHAPTER IN MY LIFE CALLED MARY (V FT), *Johnny Desmond*

*_____10398 FIVE FOOT TWO, EYES OF BLUE (FT VC); AGAIN (FT VC), *Art Mooney*

M-G-M FOLK

*_____10385 DOWN IN MY NECK OF THE WOODS (V); RIO GRANDE MELODY (V), *Rome Johnson*

*_____10389 MORE AND MORE TEE-JUS, AIN'T IT (V); DON'T MAKE SENSE, DOES IT (V), *Carson Robison*

_____10396 A BROKEN HEART IS GOOD FOR YOU (V); UPTOWN SWING (Inst.), *Jerry Irby*

VICTOR

_____20-3375 SHE'S A HOME GIRL (FT VC); ENJOY YOURSELF (FT VC), *Tommy Dorsey*

*_____20-3377 MISSOURI WALKING PREACHER (FT VC); SIMILAU (FT VC), *Ray McKinley*

_____20-3378 I GET UP EVERY MORNING (V FT); JALOUSIE (V FT), *Johnny Bradford*

_____20-3379 COLD HEARTED WOMAN (FT VC); BROOKLYN BOUNCE (FT), *Erskine Hawkins*

*_____20-3380 BE MINE (V); I DREAMED I HEARD AN ORGAN PLAY (V), *Jane Pickens*

_____20-3381 WHEN IS SOMETIME? (V FT); "A"—YOU'RE ADORABLE (V FT), *Perry Como*

*_____20-3382 BUSY DOING NOTHING (FT VC); IS IT TOO LATE? (FT VC), *Vaughn Monroe*

_____20-3383 IF YOU STUB YOUR TOE ON THE MOON (V FT); ONCE AND FOR ALWAYS (V FT), *Tony Martin*

_____20-3384 LITTLE OLD CHURCH NEAR LEICESTER SQUARE (FT VC); 1400 DREAM STREET (FT VC), *Freddy Martin*

_____20-0011 HE'S JUST A GRAVY TRAIN (V Blues); WALKING AND DRINKING (V Blues), *Roosevelt Sykes*

_____20-3389 RED LIPS AND RED WINE (Polka VC); OVER THREE HILLS (Waltz VC), *Ernie Benedict*

_____20-3393 MOUNTAINEER AND THE JABBERWOCK (V FT N); ELMER AND THE BEAR (VN), *Phil Harris*

_____20-3394 WHEN YOU'RE IN LOVE (Waltz VC); EVERYWHERE YOU GO (Waltz VC), *Wayne King*

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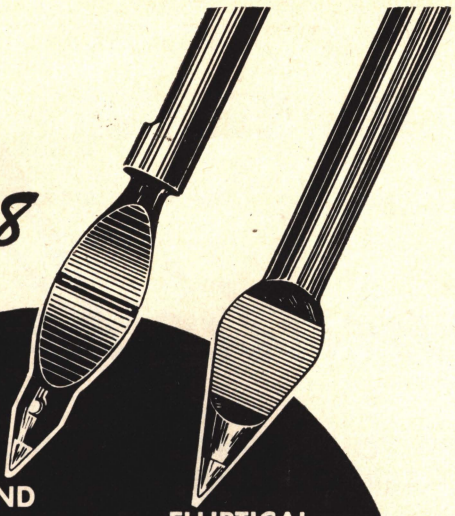

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	20-3397	COCA-ROCA (Rhumba VC); WALTER THORNTON RHUMBA, *Jose Morand*
*	20-3402	SOME ENCHANTED EVENING (V); BALI HA'I (V), *Perry Como*
	20-3403	WASH THAT MAN (V FT); A WONDERFUL GUY (V FT), *Fran Warren*
		VICTOR FOLK
*	21-0024	LITTLE GRAY HOME IN THE WEST (V); WHIFFENPOOF SONG (V), *Sons of Pioneers*
	21-0025	DING DONG POLKA (V); I MET THE CUTEST FELLOW IN POCATELLO (V), *Rosalie Allen*
	21-0029	MY DARLING'S HOME AT LAST (V); THE KNEELING DRUNKARD'S PLEA (V), *The Carter Sisters*
	21-0030	I MET A MISS IN TEXAS (V); WITH A SWEEP OF MY SOMBRERO (V), *Roy Rogers*
	21-0031	SHE LOST HER COWBOY PAL (V); DON'T CRY OVER ME (V), *Montana Slim*

New Coin Meter

CHICAGO — International Register Co. announces production of a new heavy duty coin meter particularly designed for use in rental of refrigerators, washing machines, dryers, radios, television, air conditioning units, etc.

Because of its extra heavy duty case, the coin meter is especially suitable for rental appliance installations in areas accessible to the public, such as apartment buildings, basements, school dormitories, housing projects, tourist courts, trailer camps, and park field houses.

Soft Drink Trade Gets Ready For Summer Biz

NEW YORK—April was a busy month in the soft drink industry, with at least nine state conventions of bottlers being held during the month. These states included New York, New Jersey, Maryland, Wyoming, Minnesota, North Dakota, Montana, Louisiana and South Dakota. Several of the state conventions heard Walter Mack, Pepsi-Cola head, say that a price increase is expedient, that single flavor vendors hurt the business.

Almost without exception, the state conventions of bottlers gave the subject of vending machines a place on their program. The state conventions also continue to be sounding boards for opinions on what ails the soft drink business. Meanwhile, the national organization of bottlers reported there are more bottlers in business now than last year, in spite of the predictions that many were going bankrupt.

The crucial point seems to be that costs won't come down fast enough, so bottlers still talk of boosting the nickel drink price. Observers say bottlers have waited too late to boost the price above a nickel because the general price trend is now too strongly downward.

Government report on 1947 business gives some encouragement as to sales. In that year, per capita consumption of soft drinks reached an all-time high of 146 bottles, a gain of 226 per cent over the average for the 1935-1939 period.

Leaders in the soft drink trade say, "Watch competitive products more than ever." So, the government reports shed some light on other products. In 1947, ice cream stood next to soft drinks as having made the biggest gains in per capita consumption since 1935-39, although ice cream sales at the time were dropping from the peak year of 1946 and have been dropping since. Candy per capita consumption started a decline in 1948, from 1947; per capita coffee drinking reached its peak year in 1946, dropped heavily in 1947 and then started upward in 1948; beer is still showing steady gains in per capita use.

State legislatures have posed some problems for the soft drink trade. Pennsylvania extended its tax for another two years, after the industry had fought so vigorously to defeat its renewal. Before February had ended, at least six states—Indiana, Missouri, Nebraska, North Carolina, Oklahoma and Tennessee—had tax proposals on soft drinks called as discriminatory by the trade as the Pennsylvania tax. North Carolina, of course, had vendors in the midst of its move, with a proposal to outlaw single flavor machines (withdrawn). Washington, Georgia, Florida and Minnesota later had proposals, the one in Minnesota becoming a real threat. Soft drink vendors were included in some proposals relating to vendors.

The soft drink trade reports that sugar prices refuse to come down, in keeping with price trends, and this item is important in costs.

A Salt Lake City bottler said: "The industry is going broke because consumers won't return the empty bottles."

Bottlers also oppose the recent wave of higher prices on gasoline and the legislative proposals in 16 or more states to boost tax rate on gas.

Surveys of city markets (home sales) are being made over the country for 1949. A Birmingham survey shows that 91 per cent of the families buy cola drinks, 48 per cent buy ginger ale, 29 per cent buy root beer, and 36 per cent report buying a wide variety of drinks and flavors.

Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES
AND OTHER SELF-SERVICE EQUIPMENT

★ ★ ★ ★ MAY, 1949 ★ ★ ★ ★

MERCHANDISE . . .

News relating to merchandise items is naturally predominated by what is happening to trade in general, and here the news that gets the headlines relates to price declines. Operators in the candy vending field have had a good taste of what price declines can mean, but such a trend has not been so marked in other fields.

Manufacturers in all industries say that costs are not declining as fast as consumers want prices to drop on manufactured goods, so manufacturers are delaying price reductions until costs have come down considerably. Or, until declining sales force price reductions on goods. Retail stores have reported that the public will buy today if prices are reduced enough.

Operators are always in the middle when there are broad price changes. In times of inflation they had to stick to the nickel in many cases, even though it meant a very small profit margin. When prices begin to crash they still have to stick to the nickel as a standard price, and face the competition of price cutting of various kinds—when a crash in prices does come. For example, there are already scattered reports of price wars on cigarettes, some chains cutting them to 15 cents in a city where operators get 20 cents. Some leaders in the candy bar field warned months ago that before another year there would be price-cutting wars on candy bars, and a lot of manufacturers are afraid of just that.

Prices have begun to decline on milk and other dairy products and this should mean a more favorable price on ice cream. In fact, the downward price trend is now accepted as a real fact. Makers of soft drinks and of cigarettes are the most insistent that total costs of manufacture have not yet started down.

In the price situation, the power of price resistance is a subject of debate. Consumer resistance to high prices has been given much credit but others insist that the real postwar situation was chiefly that of filling up supply channels to a normal level; now that most supply channels are filled, prices will decline as a normal course.

It is interesting to note that manufacturers of merchandise items have also been

(Continued on Page 36)

The Automatic Merchandising Business

by

Robert S. Curtiss

Director, Department of Concessions and Revenues, The Port of New York Authority

We are accustomed to thinking big business is steel, automobiles or transportation. But shouldn't we now recognize automatic merchandising as creeping into that realm, what with a gross volume of one billion dollars in 1948?

Do you have a spare coin? Anything from a penny to two bits. You probably have a few in your pocket and if you aren't careful a "silent salesman"—a vending machine will get them. There is usually one lurking around to satisfy that impulse for a stick of chewing gum, a candy bar, a package of cigarettes, a cigar, a soft drink—in a cup or bottle, and even a cup of hot coffee with cream and sugar if you wish. The responsible businessmen who operate this automatic merchandising business count upon selling you something you otherwise wouldn't buy. They negotiate agreements for choice machine locations in the traffic flows of Terminals or congested transportation centers, in rest lounges, theaters, factories and in big stores. There is no rent to pay, nor salaries for sales persons, just a percentage of gross sales to the landlord and the modest per unit cost for servicing the machines plus overhead.

About one hundred million dollars worth of these machines, vending goods or services, are being made each year. It is said there are two million now in operation, including at least two hundred thousand beverage machines, as many candy bar machines and even more cigarette machines. A mere penny drops gum and peanuts from any one of seven hundred and fifty thousand machines.

The Port of New York Authority has great respect for vending machines and coin-operated devices. When we assumed operation of La Guardia and New York International Airports on June 1, 1947, and later Newark Airport, we readily recognized that the installation of vending machines in key but discreet locations would immediately accommodate the public as

EDITOR'S NOTE: This address by Robert Curtiss before the Sales Executive Club of New York on March 29, 1949, represents a tremendous endorsement of automatic vending equipment by an unbiased individual in a definitely responsible position.

While it seems inconceivable that objections might be made to the installation of vending equipment, still they do occur and when they do, operators will find this article a very convincing piece of ammunition to have on hand to bolster their case in behalf of automatic vending.

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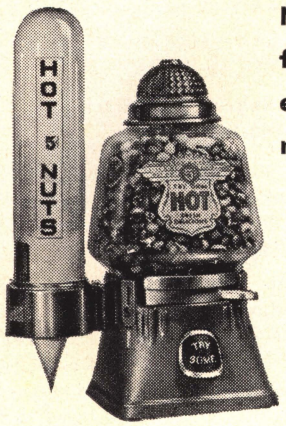

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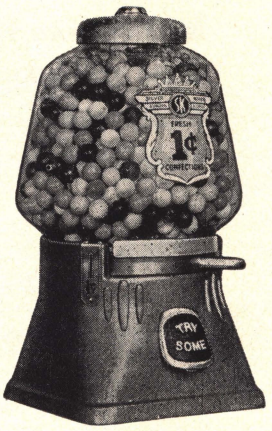

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well as provide a source of revenue until and even after we had an opportunity to study, construct and develop these great air terminals. Between 60 per cent and 70 per cent of our airport income is expected to be derived from the development of non-flight revenues. Modern shops and retail centers, every conceivable type of service and convenience, national restaurants, cocktail lounges, yes, even entertainment centers, will be established at these air terminals, that will be cities within cities.

There will be passageways and arcades that connect the terminals with airplane loading gates, extensive observation galleries and decks which will provide ideal locations for those "silent salesmen." Where there is not space for stands and shops there is always space for an attractive recessed vending machine that will consume a floor area of not over eleven square feet, or none at all, if it is hung on the wall.

Our 1948 airport experience with vending and coin operated devices may be interesting to you. With gross sales from these sources that approached five hundred thousand dollars, we can point to one machine that earned two hundred and fourteen dollars a square foot. Not bad. Three types of vending equipment produced gross sales that exceeded two thousand dollars a machine—just coins dropped into a slot. Five other types earned a gross that exceeded one thousand dollars a machine. The big earners were the carbonated beverage cup machines and those fantastic vendors of a unique product—the Nylon hose machine with four sizes in two shades.

At present we have four hundred and seventy coin slots in a variety of nineteen machines. We do our best to avoid their competing directly with shops and other concessions by placing the machines in studied locations. We know that by shifting a vendor six feet, into a traffic flow, its income can be doubled, income you probably would not secure in any other way.

In addition to locations at the three air terminals, we likewise have vendors at some of our other facilities, the Holland Tunnel, Lincoln Tunnel and at the George Washington Bridge. We expect to make major installations in the new Port Authority Bus Terminal to open late in 1950, where on each day five thousand buses will transport one hundred and twenty thousand passengers. That "Grand Central Terminal" for buses will be a choice haven for our friend, the "Automatic Merchandiser."

Just a word concerning the Port Authority's policy.

1. We recognize only substantial concessionaires with proven responsibility and a desire to comply with our standards. The machines are owned by them.
2. Machines must vend pure products of good quality which are readily desired by the public and located under our Permit.
3. A reliable and frequent servicing schedule is of paramount importance. Machines must not be empty nor out of order.
4. Machines and their vicinity must be clean and sanitary.
5. Coin receptacles must resent and be unfriendly toward slugs and foreign coins. This is one of the problems that is just about solved.

This business of Automatic Merchandising is growing and we are very much interested in helping it to do so.

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"SEEL-TITE" polish plus the superior quality of Star ball gum is the operator's guarantee of the finest ball gum manufactured. Equals any nationally advertised brand stick gum.

Prove to yourself, as hundreds of other ball gum operators have already proved, that Star will increase your sales!

DON'T DELAY—SEND FOR FREE SAMPLES TODAY!

Star Regular Ball Gum
140-142 Count
35c lb.

Freight prepaid 100 lbs. or more anywhere in the United States.

For those who want bubble base gum, STAR'S 5/8" is available at 26c pound—the 3/4" at 27c lb.—freight prepaid on orders of 100 pounds or more as far east as Montana, Colorado, New Mexico, and Texas.

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365 FIFTH STREET L. H. STRICKLER OAKLAND 7, CALIF.

MERCHANDISE

(Continued from Page 34)

doing a lot of resistance to prices. The latest report on the sugar market says even soft drink manufacturers are buying only day-to-day supplies, waiting for prices to come down at a time when they would ordinarily be buying heavily. Candy manufacturers have put up a long resistance to cocoa bean prices and got results. So, the record would suggest that price resistance gets results in the long run. Gets lower prices—and then unemployment begins to raise its ugly head.

The markets on most ingredients used in vendor merchandise are showing those ups and downs that look like normal times. Except for the weather, most ingredients that go into merchandise may be considered at a normal postwar level now, considerably higher than the prewar level. Some leaders think the bottom has not been reached yet. Crop reports will now begin to play a dominant role in basic prices.

A review of some of the many reports on merchandise items follows:

Apples — Seasonally, prices are higher. Apple growers are seeking new uses for their product, including new marketing methods for apple juice. The national apple convention will come in August.

Almonds—While the nut market generally has been very quiet, the almond market has been reported as fluctuating recently, with West Coast firms offering lower prices.

Aspirin—With March and its usual wave of colds now past, aspirin use declines. Medical codes prevent telling the public how helpful aspirin may be for stuffy noses and sinus conditions that go right on through the summer.

Candy Bars—Official reports on January sales were released early in April, showing total candy sales down 7 per cent from Jan. 1948; biggest decrease was apparently among smaller manufacturers of boxed candies, and wholesalers sharing in this decline. Chocolate manufacturers had a sales gain of 31 per cent, compared with Jan. 1948; this group includes makers of chocolate bars but the 31 per cent sales gain would also include other chocolate products, such as powder for hot chocolate. Chicago manufacturing plants have been reported as running two and three days a week, that total candy sales are definitely down; some vendor operators in Chicago, however, reported sales making good seasonal gain.

The candy industry gained by the defeat of the proposed sales tax in Washington, D. C. and other tax trends have not been so unfavorable. Price reductions are still being announced on bars. A late Easter affected total candy sales seasonally. Other details on candy will be found in the section on *Candy Vending*.

Chewing Gum—Reports on first quarter sales of the major firms were not available for this review. Routine reports would suggest that sales continue at the high level set last year.

Cigars—The first major price break in cigars since 1942 came in the reduction of La Palina prices recently. Trade papers suggested that this was the beginning of price cuts on 10-cent sellers. Government reports show total cigar withdrawals for January about 5 per cent below Jan. 1948, but the output of nickel cigars climbed 50 per cent above Jan. a year ago. The tobacco trade reports that smokers are changing from dime to nickel cigars, said to be a sure sign of the economic conditions of the times.

Cigarettes—Government reports for January show the year started off with cigarette revenue for the month well ahead of Jan. 1948. Preliminary reports on first quarter sales by makers of the major brands all suggest that cigarette sales for the first three months held above the same period last year. The maker of Camels said total dollar sales were off but that sales of Camels made a gain. More details will be found in the section on *Cigarette Vending*.

Cookies—The chief report on this type of merchandise is found in the annual re-

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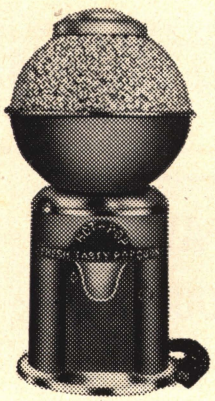

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"Hot-Pop" is a natural for the operator because at a small investment he can double his profit—and collect that profit in advance! The operator buys 2½ peck bags of corn at approximately 65c per bag and sells them to the location at $1.35 per bag. Inasmuch as "Hot-Pop" is not coin-operated, there are no service calls.

"Hot-Pop" is a natural for the location owner, because fresh hot popcorn stimulates bar business and enables the owner to realize big revenue from the sale of popcorn without buying or renting any equipment. By purchasing the popcorn at approximately $1.35 per 2½ peck bag, and selling it through the machine at approximately $2.70 per bag, the location doubles its profit!

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port of Sunshine Biscuits, Inc. The firm's total business in 1948 reached a new peak and sales of cookies also made gains. The firm has important new plant expansions about ready, is increasing its candy bar activity and has installed new automatic machinery.

Coffee—The big markets are showing a slight decline, after some increases in price. Government reports show coffee imports up 11 per cent last year, the average price being 25.1 cents per pound. Market experts say coffee prices will now tend downward in keeping with other prices.

Interest in coffee vendors may be increased by the announcement of a New York firm that a liquid coffee concentrate is now ready for vendor use. Concentrate is supplied to operators in gallon containers, each gallon providing for 700 or more 6-ounce cups. Maker says the concentrate remains fresh for a month after leaving plant, does not require refrigeration but should be kept in a cool place.

Frozen Foods—The recent annual convention of the trade reported a "comeback in frozen food sales" last year, aided considerably by sales of frozen orange juice. Expansion is still limited by storage and distribution facilities. Lower prices on refrigeration equipment may revive the prospect for frozen food vendors.

Ice Cream—From the operator's standpoint, the important news is that of a downward price trend on dairy products that is now reaching ice cream. A financial paper recently featured news of an ice cream price drop in two-column headline. In Philadelphia ice cream had been cut three cents a quart at wholesale. Lower costs of materials was given as a reason for price reductions. Some firms said that in recent months consumers had also been resisting high prices on ice cream. Ice cream makers say labor costs are still high but that cost of ingredients is now going down, having dropped in the last six to eight weeks. Trade reports say ice cream sales at retail have been running 25 per cent below the peak of 1946; retail prices have been hiked 20 to 100 per cent in the postwar period.

Juices — Recent developments in price and supply have stemmed from the damage to California, Texas and Arizona citrus crops and the consequent rise in demand for Florida products. Florida growers immediately started controlled distribution which held prices up. At the end of March prices were tending upward on all Florida citrus juices. Apparently, there will be no shortage of juices this year but prices will not crash, as had been expected six months ago. Interest in juice vendors is showing very definite increase, evidently looking ahead to a very favorable summer season. The ranks have been increased lately by the testing of a vendor for an orange drink by Nedick's Inc., in New York, a new citrus cup vendor by American Citrus Corp. in Chicago, and also the renewed activities of firms already in the business.

The outlook now is that the summer of 1949 will show a decided gain by the juice vendor business.

Milk—Operators of milk vendors have already been aware of price reductions that appear in various centers. Control of milk prices usually means that official action must be taken on such changes. The trend has at last started downward and seems certain to spread all over the country.

Nuts—The New York market centers continue to report a normal quietness for the time of year, although Easter trade brought a slight increase in demand. Most recent activity showed a gain in demand for cashews but prices hold steady.

Peanuts — Interest now is shifting to plantings for the new crop. Conditions were unfavorable to planting in the Texas area during April 1 period, being the first unfavorable crop report of the season; planting was also delayed in the Florida area by rains; farmers found good seed scarce in the Virginia area. Offerings of Spanish nuts to the trade continued to be light. In general, total peanut supply moving in trade is greater than usual, due to exports, but domestic use is still down. Thus far this year, peanut use for candy and salted nuts is on decline, while peanut butter use continues to gain.

Pop Corn—Interest in pop corn vending is said to be increasing, due to new and lower prices on dispensers, including non-coin types. Price trends are favorable due to last year's super crop; planting of new crop will soon be part of the news; price trends on seasoning oils are favorable.

Soft Drinks—The most suggestive report comes from sugar and flavor market centers and these reports show soft drink makers as not buying in keeping with the season: they are apparently buying in small

No. 2

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ABBEY MFG. CO.

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quantity, waiting for further price declines on sugar. The soft drink trade was probably hit harder by unfavorable legislation recently than any other merchandise trade, due to a number of tax proposals, also extension of the Pennsylvania soft drink tax for two years.

Trade gossip has it that sales of soft drinks have been off for some months. One of the first reports for the new year—Dr. Pepper—says most of its bottlers either had increases or held their own during the first two months of the year. The big soft drink season, of course, is now just ahead. Walter Mack (Pepsi-Cola) is reported to be visiting state conventions of bottlers to urge a national advertising campaign to boost use of carbonated drinks, and to say that single-flavor vendors are unfavorable to the industry. Citrus Products Co. (Kist) recently made a survey on use of vendors to sell soft drinks. A leader in soft drink trade field (name withheld) was recently quoted in New York as saying the soft drink vending field is crowded and marked by unprofitable competition. He said too many operators have been led to enter the field without studying the full potential market.

Firms Merge to Make Two Vendors

NEW YORK — Practical Products Co., Minneapolis, Minn., and the Gross-Given Mfg. Co., St. Paul, have merged their facilities for the manufacture of Refresh-O-Mat, the new low-priced cup dispenser, and the Smokeshop, the 612-pack all-electric cigarette machine, so that a greater degree of efficiency in production can be maintained, segregating the coin machine products from the products which they presently manufacture.

The new company, handling the present two machines and other coin machine merchandising products to be announced shortly, will be known as the Automatic Products Co. of 2632 Nicollet Ave., Minneapolis. Sales for both products to distributors will be handled by the Automatic Products Sales Co., 250 W. 57th St., N. Y. C., under the direction of Samuel Kresberg, executive vice president, and Maury Auerbach, director of sales. Auerbach was formerly with National Vendors and Lehigh Foundries.

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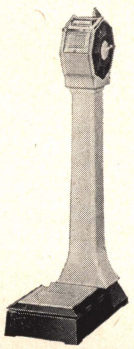

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Oak's New Plant Producing 450 "Acorn" Vendors Daily

CULVER CITY, Calif.—With complete facilities for the manufacture of the *Acorn* vendor now under one roof, Oak Mfg. Co. has stepped up production in its new 5,000 foot plant to 450 per day. In addition to the main plant, a 5,000 foot warehouse is being constructed at the same location.

The firm announces the appointment of Harry R. Evans, widely known vending man, as factory representative. Evans will appoint new distributors in the territories open and coordinate the activities of distributors already in the fold. At present he is in the South and will subsequently cover the rest of the country.

Company officials state that the *Acorn* is not only becoming increasingly popular in the United States, but in foreign countries as well. Growing shipments have gone forward to Cuba, Puerto Rico, Panama, Nicaragua, and Guam. Coin mechanism on the *Acorn* is adjustable to take any foreign coins.

The factory reveals that the *Acorn* is now available with die-cast cabinets, having the same capacity as globes, for territories desiring them.

Operators Vending Machine Supply Co., exclusive Southern California distributor for the *Acorn*, is accepting *Suns*, *Stars*, and Operators Vending's *Ace* machines on trade-in for the *Acorn* and removing the obsolete machines from the market.

Bonanza Has Financing Plan For California Operators

LOS ANGELES — Bonanza, Inc., manufacturers of the *Nugget* automatic hot popcorn vendor and the *Swifty-Shine* automatic shoe shine machine, announce a time payment plan for California operators permitting the purchase of both machines at one-third down and the balance in monthly payments.

Said C. F. Wurdig, Bonanza executive: "First to reduce post-war machine prices, Bonanza once again gives the operator an opportunity to increase earnings. By taking advantage of this time payment plan, California operators can expand their routes and reap the benefits of volume sale without draining off their working capital."

Bonanza scooped the field with its low-priced popcorn and shoe shine machines at the CMI Show, and since then has steadily expanded to meet growing demand for its vendors.

"Our purpose in entering the manufacturing field was not just to turn out low-priced machines," Elwood Lorman said. "Anybody can make low-priced machines. Our object was to make low-priced machines which would be so trouble-free and easy to service that operators would make a nice profit without those twin bugaboos—high cost of equipment and high cost of servicing—driving them to the wall."

DON'T FORGET!

When you buy quality vending merchandise direct from the factory you save money and increase your profit margin!

We manufacture the finest and largest assortment of bulk merchandise in the country—and sell direct to the operator at factory prices.

There are no lower prices! There is no higher quality!

SEND FOR FREE SAMPLES AND PRICES TODAY!

MY NAME IS SIMPLICITY! YOU'LL FIND ME THROUGHOUT THE ACORN VENDOR BECAUSE AN OPERATOR AND AN ENGINEER CAPTURED ME IN THEIR DESIGN!

DON'T FORGET!

When you operate the ACORN Vendor, you slash service costs to zero and boost gross because the Acorn is durable, simple to service and packed with eye appeal. Why continue to operate old-fashioned, clumsy vendors in this streamlined era of the ACORN?

Priced for Operator's Profit

$13.95 ea. $13.45 in lots of 100

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Regional Business Reports

By REVIEW REPORTERS

Second Quarter Outlook

The first three months of 1949 passed by and all sorts of reports were piling up during April as evidence of what to expect this year. In general, operators of coin machines have reported that business for most machines was off during the first quarter—or did not come up to expectations. Reports in sufficient number and also enough sections of the country were available to support last month's summary that the "spring pickup this year was slower than usual and also in less degree."

Probably manufacturers of coin machines are showing more optimism at the present time than other divisions of the trade, but manufacturers of vending machines have lost their high place of leadership in the postwar optimism.

The outlook for the second quarter is buoyed by the general expectation that the best three months of the year come at this time in normal periods. There are many who believe that operation of coin machines is really getting back to normal. But the entire industry now recognizes that general conditions really decide what happens to the coin machine business as a whole.

And, as to the general business outlook for the second quarter, the experts were saying that April or May would be the critical months in which it would be decided how much recession, and especially unemployment, there would be during the year. Operators now generally hold the view that a recession has been under way for some months and their chief hope is that everything will level off as soon as possible.

But in April even the experts could not be sure that the leveling off process had fully taken place. Many held that the decline would continue into 1950 but that it would be gradual, and without any general upsets to business. So, the coin machine trade entered its best period with this general view of conditions hanging over it.

Shuffleboard continues to be a bright spot in the amusement industry, with excellent promotions of tournaments and public interest being scheduled. This is progress of the right kind and should lead makers and owners of other types of machines to search the field for some such ideas to boost their own types of machines.

Perhaps the biggest question mark hinges about general sales of candy and cigarettes at the present time. Although total cigarette sales made a good start for the year, there are more questions now about the rest of the year. Total candy sales and also that of candy bars dropped for the first two months of the year, according to official reports, but some reports also show that candy operators can have sales increases when general sales are declining.

A late Easter had its effects on retail trade and also on various types of coin machines. Early reports in April, however, were encouraging because the spring pickup was still going right ahead, although delayed in the beginning.

Regional reports by REVIEW correspondents follow:

BUSINESS BAROMETER

APRIL 1949

	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	SHUFFLEBOARDS	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
Chicago	B	N	B	A	N	B	N	N	B	N
Cincinnati	N	B	B	A	N	N	N	N	N	N
Columbus	N	N	B	A	A	N	A	B	N	N
Los Angeles	B	B	N	N	N	N	B	B	N	N
St. Louis		N	N	A	N	N	N			
Spokane	A	B	B	A	N	A	B		-	
Twin Cities	B	N	B	A	B	B	B	B	B	N
Wash., D. C.	B	B	N		A	B	N	N	N	N

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

Chicago

Some trade leaders here summarize the "state of the Industry" by saying that in this area quiet prevails in all circles and there is also a general feeling that things have pretty well leveled off to something like normal.

The trade associations, CMI and NAMA, were still occupied with legislative reports and problems in April. Leaders in both organizations say legislation has been much less serious than might have been expected. But there is also anticipation that city tax problems will flare up considerably during the second half of the year.

As to general business in the area, newspapers report "Chicago steel plants laying off workers in seasonal slump" and other similar evidence. There is also a trend to cut to shorter weeks, as in all industrial centers. The trend is not considered serious, but a rather normal leveling off. Farm activity has increased seasonally in the Midwest and is a big factor in general business.

Music here is helped some by reports from other sections. The view prevails that gains may be expected in the music business during the next few months. Some trade leaders say this is based partly on the fact that phonograph play has been pretty stable in many centers for months, and then a normal seasonal gain is under way now.

Games demand in the area is said to be normal but manufacturers of games say the national picture has shown a slackened demand for six months or so, and that legislation has been a delaying factor since Jan. 1.

Shuffleboard is still making big headway in manufacturing circles and also in placements. The business is highlighted by the coming championship tournament called the "Four-State Standard Shuffleboard Championship Tournament," scheduled for the Coliseum, Chicago, June 16-19. Obviously the biggest public shuffleboard event ever planned, it will be an event in the shuffleboard expansion move.

Soft drink vending seems to be normal for the season, aided by strong promotional efforts by makers of drinks and vendors. Leaders in the candy industry have been quoted nationally in current reports that total candy sales are off considerably, including bars. Some vending operators, however, say machine sales are holding up well. Factory employment conditions, definitely spotty, affect all types of vendors in the industrial sections in a big way.

Cigarette vending, legally confined to industrial and other plants, is thus affected by the spotty changes taking place among factories. Pop corn sales are being aided

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HIGH In Quality

$119.50 F. O. B. LOS ANGELES
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During the past 12 years Kunkel engineers have consistently added new improvements to the Model K—one more reason why this dependable vendor has proved its superiority on all types of locations . . . Manufactured by a firm with 30 years experience in coin-operated machines, the Model K's outstanding features have made it tops among leading operators.

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GOLDEN STATE VENDORS

3016 Asbury Street Los Angeles 31, Calif.

by increased activity in making merchandisers to sell the product.

Bulk vendor reports agree with reports from many other centers, that the pickup has been less than normal. Operators are not expanding routes under present conditions.

Cincinnati

General coin machine business passed the first quarter of the year at a stand-still. Receipts have been fairly good generally for the first three months, but not up to expectations in many cases. As March ended, the effects of Lent tended to keep things about on an even keel with the month before.

One authority estimated that automatic phonograph receipts were about equal to last month. For the quarter he believes business was off approximately 25 per cent. He blames this mostly on economic conditions generally.

A well-qualified distributor takes this position: "We have had our recession. We are better off now than most industries. There is nothing alarming in the situation. It will get better, or at least, not worse from here out." He also stated he thinks operators are mostly expecting too much, and thinks they should forget the lush war days, and view things with lowered sights.

The six-for-two-bits machines are doing wonderfully well, it is reported. The consensus is that the threatened legislation of a $75 tax on every box will not pass, though there is nothing concrete on which to base this hope.

Games are believed to be in better shape than music, being only around 15 per cent off on the quarter, with a slight gain this month over last. Greater Cincinnati installed 2061 new video sets in the past month, for a total of 17,079 for the area. About 10 per cent of these are in public places, and it is still anybody's guess how much the coin machine business is affected by the pictures.

Shuffleboards have made amazing gains in the past quarter. It is estimated, unofficially, that there are now between 2000 and 3000 boards in operation in the area. They continue to do increasingly heavy business, and installations are going on apace. It must be reported, however, that only a small percentage of these games are coin-operated. At least one operator is toying with the idea of opening a shuffleboard parlor.

Beverage venders report receipts slightly off, but normal for the kind of weather, with business better because of Lent, as fasting does not include abstinence from soft drinks. Industrial lay-offs had their effect on the picture, too.

Quarter figures, while not highly encouraging, still compare favorably with the same period last year, and stand up well in comparison with the general business position.

The unemployment figures were cushioned somewhat for milk venders by another price decline of one cent a quart, with further drops imminent. This tended to make the quarter comparably good.

Candy was inclined to level off, so that business was only as good as last month. Lent made its influence felt here, too. The quarter was a little better than last year because of more favorable prices and supplies, but the volume was off for the three months.

Cigarette sales increased slightly from last month, the upswing being gradual, as expected, until it reaches the full swing of the open-air months. The quarter was not quite as good as last year, but in relation to the general economic picture it was very satisfactory. No decided drop in smoking is looked for here. Raleighs continued to make strong gains because of the coupons, but not at the expense of the leaders. The quarter finds the line up thus: Lucky Strike, Camels and Chesterfields, with Philip Morris in close pursuit, particularly in the last quarter.

Pop corn did only as good as last month. The failure to gain is possibly due to drop in theater attendance and to Lent. The quarter was good, but affected by unseasonably warm weather and money conditions.

Chewing gum reports a steady quarter, with hardly any perceptible change from month to month. The same must be said of nuts of all kinds.

Popular records are reported in a slump, and for the first time in many months, folk and race tunes failed to show expected increases. The quarter business was nothing like it should have been, it is reported, with the pops running third in demand.

Scale business for the month and for the quarter was firm, and just about met anticipations.

Unemployment figures are reported down slightly and the labor situation is spotty and unpredictable.

—George Keith

Columbus

Business in general has been about average, with the nicer weather bringing out more of the hibernators who are not seen from the time winter sets in until spring arrives again. From all appearances, it looks like it should be a good year for travel, as many of the new '49 cars are making their debut among local motorists. The price is far from low, too, so there still is some money around. This should be good news to arcade operators as the summer wears on toward fall.

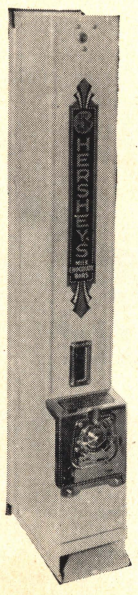
Throughout the Buckeye State, legislation on coin-operated devices has been exceptionally heavy during recent weeks. The Industry appears to be bearing the brunt of many narrow-minded and mercenary crusaders' attacks. This has taken place in several Ohio cities.

An ordinance providing for taxing of coin-operated amusement devices was passed by Cuyahoga Falls council. This ordinance also provides for taxing music devices, such as "juke boxes, and individual layouts for public amusement, such as shuffleboard." Operators of these devices must pay a $25 annual fee for each device. Violators of the ordinance may be fined not less than $10 nor more than $49 for each separate offense, according to terms of the new bill.

Akron's phonograph and pin ball operators called in vain on Mayor Slusser of that city to veto an ordinance Council passed to collect a 3 per cent amusement tax on their machines. The Mayor refused to sign the ordinance, saying that "it would be hard to enforce it and little help to city finances." He said he wouldn't veto the ordinance, "because, if it's Council's attempt to get more money, it's all right with me but I want it understood that it's council's plan and not mine."

His statement came as owners of the coin-operated devices started a full-scale campaign for repeal of the ordinance taxing their gross take.

The operators would rather have a flat rate licensing measure, as long as the machines are to be a source of revenue to Akron. Joe Elfant, president of the Summit County Music Operators, Inc., said the association is preparing a new ordinance and



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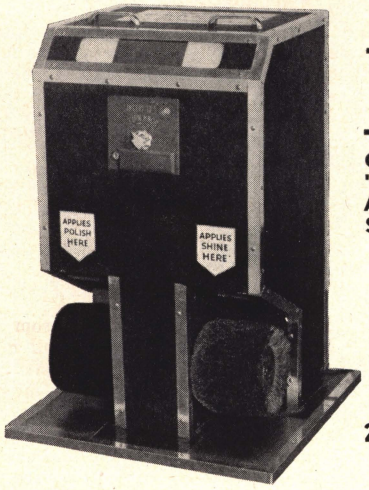

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predicts it will bring in more money than the one council passed.

About a dozen of the new 100-tune coin phonos have been installed in the Akron district. So far, operators say they haven't had enough experience to determine whether the wider selection will produce enough more patronage to pay for the much higher cost of the boxes. They are demanding long-term contracts with the tavern and store keepers who install them.

The license fee for automatic record players in Wellston remains at $30 per machine per year and will not be reduced to $15, since city council failed to act on an ordinance providing for the reduction.

Portsmouth City Council gave first reading to an anti-gambling law which would prohibit the exhibition of pin ball machines, although they are not specifically named in the proposed measure. The ordinance as drafted names slot machines and punch boards specifically. Council voted 5 to 1 for the ordinance on the first reading.

Toledo Council's Committee of the Whole unanimously approved increasing the pin ball machine fees from $100 a year to $175. By the action, the city would get an estimated $140,000 more in fees than last year. A special Council committee eliminated a proposal to license vending machines. Council approved the increases in city license fees, including pin ball machines, shuffleboards and amusements. A reduction in the number of pin ball machines was predicted because of the higher tax and the elimination April 1 of payoff devices.

The Ohio Department of Liquor Control gave a conditional "green light" to shuffleboard tournaments in taverns having state liquor permits. Such tournaments are permissible, the department ruled, "provided the permit holder is not in any way connected with the game outside of having it played on his premises for a fee." Such a plan would be similar to that of bowling alley leagues. Enforcement officers said tavern operators may not charge entrance fees to shuffleboard tournaments nor give away free meals and prizes. Potato chips and pretzels are not considered as food.

In Columbus, shuffleboard seems to be taking an increased hold and appears to be doing well in competition with the new television station now in operation here. A report is that some taverns elsewhere have been doing such a thriving business lately that the taprooms which have television sets are ripping them out. Customers, it was said, drink more slowly when they're watching TV. Also television attracts non-drinkers and light drinkers who elbow the heavy spenders away from the bar. And, finally—too many arguments were encountered, it was reported.

Warmer weather is helping beverage sales, with more of the same being reported as summer comes closer.

Stark County Common Pleas Court will have to decide the problem of whether gum machines, which intermittently dispense trinkets are classed as gambling devices. Harold F. Becker, head of the Automatic Gum Sales of Akron, complained in a suit filed in Common Pleas Court that Canton vice squad members had seized 16 of the vending machines from stores and restaurants there. Becker asked for a temporary and permanent restraining order to stop police from confiscating his machines. The trinkets, he said, were to boost sales. Sales from the gum machines had greatly increased since the trinkets were added, it was said.

Thomas England, Newark, sued the Automatic Canteen Co. of America for $1,586,777 under the federal anti-trust laws. He declared in the suit, filed in U. S. District Court here, that the Chicago firm sought to monopolize the sale of candy through vending machines. He said the company had refused to renew his distributor license because he bought candy from other sources. England said he sells candy, nuts and chewing gum through 3744 vending machines in 27 central Ohio counties. He leases the machines from the Chicago firm.

William D. Bailey, supervisor of the excise section of the Ohio Department of Taxation, reported that cigarette tax stamp sales for the month of March, were up $98,860 over the previous year. Sales totaled $1,498,575, while for the corresponding month in 1948 sales reached $1,399,725.

For the year to date, total sales were up 2.19 per cent. Sales of cigarette tax stamps for the first three months of 1949 were $4,005,292, while for the corresponding period last year the sales totaled $3,919,196.

Most other vending machines are about normal, including nut vendors, scales and stamp machines. A saturation point for the latter has been reached, the Better Business Bureau reported.

—W. C. Arthurs

Los Angeles

General business is below normal and no amount of fancy phrases or soft-soapy philosophy can alter that.

The music picture is a little hazy. A good percentage of operators report that the first hot days of April gave them a lift. Other operators report drops of as much as 15 per cent compared to December, while returns from Long Beach, Wilmington, San Pedro and Torrance continue low. Oil workers and longshoremen, who comprise the main buying power in the seaport towns, haven't fully recuperated from the oil and longshore strikes of several months ago.

Live action, flippers and power bumpers have brought many new pin game players into the fold, as well as stimulating new interest from the regulars, with the result that gross has jumped 25 per cent.

Cigarettes are down as much as 20 per cent, and it doesn't take a crystal ball to find out why. Two major chain drug stores started a price war, cutting the carton figure to $1.49. Then some of the independents got into the fight and are now selling at 15c per pack, $1.39 per carton. Cigarettes via machine are vending at 20 cents. The situation hasn't been helped by commission chiselers who are not only giving locations three cents and more per pack, but offering bonuses for locations as well.

Lowered candy prices have given operators a new lease on profit. One of the big suppliers in town is offering all popular brands at $2.67 to $2.79 per hundred bars.

Stamp machines boomed high the week before Easter, giving operators a whopping good April. Cup dispensers are moving into the warm weather season with a cash box snap. Pop corn machines are still off, but operators hope for a summer spurt. Prospects are bright for scales inasmuch as they have been steady all year and May heralds the start of the summer scale season.

A shuffleboard operator with a large route claims that six months ago his boards were

averaging $30 per week. Now, he says, they have dropped to $15. Other operators place the weekly average at $25. Most operators are amazed at the way the boards continue to pull in the coin in comparison to the small volume of bar sales.

St. Louis

Shuffleboards are still the "big thing" in St. Louis, with operators reporting that demand still exceeds the supply. One operator reports that as many as 32 per week are sold through his company, and more could be disposed of if they could be obtained.

The Rock-Ola company is sponsoring a shuffleboard tournament, to be held in the Coliseum in Chicago June 16 to 19. Both men and women will be represented in single, double and 8-man teams, and a total of $15,000 in prizes will be awarded. Carl Trippe, of Ideal Novelty Co., has just returned from a trip to Chicago, where the Rock-Ola concern entertained with a luncheon at which all details of the tournament were explained. St. Louis teams will begin playing April 5 to determine by process of elimination just which single, double and 8-man teams will be sent to the Chicago tournament. The entire project will cost Rock-Ola around $40,000, it is said.

Walter Gummersheimer reports that a new Pepsi-Cola dispensing machine is creating quite a sensation. This machine provides a 6-ounce paper cup of Pepsi-Cola for five cents.

A new television set, in a fine leather case, with a 30 by 40 inch screen, which shows 11 square feet of pictures is much in demand by tavern owners.

Coin machine operators report that operations are again hitting their stride, after the decreases experienced for several months during the winter.

Visitors to St. Louis were William Morris of Du Quoin, Ill.; Ray Bonnot, Jefferson City, Mo.; Louis O'Dorizzi, Staunton, Ill.; Mr. Wells, Decatur, Ill.; Mr. Fielding, Springfield, Ill.; Ted Brinkman, Springfield, Ill.; Jack Pierson, Madison, Ill.; and Clarence Kyneon, Springfield, Mo.

—Robert A. Latimer

Spokane

Spring business as a whole has been good here in the capital city of the Inland Empire. After experiencing the worst winter on record, it is no wonder that the snow-and-mud bound people of this region are coming to the hub of this area to catch up on their shopping.

Phonograph operators report slightly subnormal business but say that better recordings promise much better takes in the future. A number of new machines are in evidence and several remodeling jobs have been completed. Television, of course, is being studied and talked of as a possibility in the not too distant future.

Pin ball men are taking a beating since the election, which went against them. However, dark as things may seem, there is always a ray of hope on the horizon some place. Inasmuch as the vote was advisory to the city council, it doesn't close the door absolutely and steps have been taken by the Washington State Tavern Assn. to put the question to the people again at the next general election two years hence. This action has been taken after the City Commissioners passed an ordinance against pin ball games of any kind and set April 28 as the deadline.

The referendum petition will require in the neighborhood of 5,000 signers, checked with the city clerk on or before that date, to stop the ordinance from becoming effective. Whether this action will affect the club situation regarding the operation of bell machines is not known. Bells won out in the private clubs by a good margin and were given the go-ahead by the city fathers.

A great wave of shuffleboards have hit the town since the Council set the zero hour for pin ball games. Every tavern that can possibly make room for one or even two tables has done so. Many can not get one due to the frenzy created by the thought of no pin balls to pay the rent.

Bottled beverage vendors are naturally on the way up to the year's hot weather peak. Candy in vendors is coming into a better season due to more people circulating around places of amusement, etc.

Cigarette vendor operators will shortly be faced with a 10 per cent tax increase due to the re-enactment of a soldier's bonus measure by the Legislature. The first bill voted upon favorably by the people in the last general election was ruled unconstitutional by the State Supreme Court. It is thought that the present one will hold up.

Herbert D. Bodley, field representative for the Washington State Tavern Assn. is handling the present campaign to put the pin ball issue to a vote in the next general election. Bodley is an old hand at this sort of thing and has shown his skill in many cities of the state who faced similar difficulties. The Eastern Washington Amusement Assn. will back the action to the fullest extent.

Fred W. Lavell, widely known retired operator in the Pacific Northwest, has recently purchased the contract of Joey Velez. Velez rates high in his class as one of the Pacific Coast's best fighters. Fred is taking up a former vocation which he is thoroughly familiar with.

John L. Jacobs has recently purchased the pin ball and phonograph route of Clinton & Vogel. Johnny has been in the business many years, having started before the war with R. F. (Dick) Welcome.

—W. L. Ferrall

Twin Cities

The blossoming of spring in mid-April in this territory also revealed more smiles blossoming on coinmen's faces as they prepared to dig in for an uphill battle to capture a maximum share of spring and summer coin business available in this territory, particularly in the resort sections once again.

Business in general has been off from 10 to 25 per cent in most lines here and naturally it has affected the Industry, particularly in cafes and taverns where it has hurt the most during the winter months. However, the trade in general looks to a sharp rise in business during the next three to four months.

Legislative matters have been preying on most Minnesota coinmen the past two months, as the Industry hasn't escaped adverse legislation at the 1949 session of the Legislature any more than it did during the famous 1947 anti-gambling session which outlawed pin balls in the state. Coinmen have had to be alert "watchdogs" this year in the face of the need for more state revenues and the threatened action by many legislators against this Industry.

No sooner had operators and distributors recovered from the pleasant news of defeat of the governor's cigarette tax and liquor tax program—cigarettes would have been hiked from 3 cents to 5 cents tax—than a bill, which may pass in the final hours of the Legislature, was introduced to tax vending machines.

The bill affects soft drinks, candy and cigarette vendors and would levy 1-cent per bottle or cup or package tax as well as assess a $10 per year license fee on every machine.

Vendors can't pass the tax or license fee on to consumer either, under the bill's provisions and the added cost would have to be absorbed by the operators, most likely. Coinmen and others affected naturally have attacked the measure as discriminatory, as it exempts sales of similar merchandise over the counter.

One operator said costs are already so high, and he is working on such a small margin, another penny added to expenses—with no way of getting it back—would practically mean ruin for his business. Bill's authors said they got idea from a magazine article which told that vending machines were not carrying their full share of tax burden.

In addition, a 10 per cent gross earnings tax on cigarette and candy vending machine receipts is proposed, patterned after the Michigan law of similar nature which nets that state $1,000,000 annually. The tax

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would levy a $1 per machine tax expiring in June of each year.

Within St. Paul, an ordinance requiring $5 license on each candy and bulk vendor location is pending. Although applicable to locations, many will not pay the fee, claiming it should be paid by operators who in turn claim business is too bad to stand it.

Commenting on the situation, LeRoy Johnson, president of Minnesota Automatic Merchandisers' Assn., said 1948 net operating profits were only 1.8 per cent while as of February 15 business was down 14.5 per cent over last year and March sales are nearly 25 per cent off from March 1948.

Also in St. Paul, an ordinance to license shuffleboard and bar its playing by minors has been introduced in the city council. It would impose a $50 annual location license, plus a $5 fee on each shuffleboard. Ordinance would establish same license regulations on shuffleboard as on pin ball machines and if owner already has a location license he would be assessed only the $5 per machine fee.

Automatic phonograph business is picking up gradually and the first quarter of the year fared nearly as well as a like period of a year ago. However, amusement games, with exception of shuffleboard, are getting only fair play, but the resort season opening will bolster this substantially, most operators and locations feel.

Beverage vendors, cup variety in particular, have fallen off and the answer seems to be new types of equipment as well as locations, according to operators and soft drink firms.

Shuffleboard activity continues to grow in this area, after getting off to a slow start, and is taking hold by operators and public alike in fine fashion. Many locations are getting heavy play, but frequently to detriment of other coin devices, except music.

Television in taverns, bars and public places is dying in this area and the threatened competition no longer disturbs coinmen who are now taking hold of a coin TV machine for operation soon in this area.

Vending operations have steadily declined during first three months, but are climbing slowly back up and the cost-price squeeze is easing up.

—N. F. Wood

Washington, D. C.

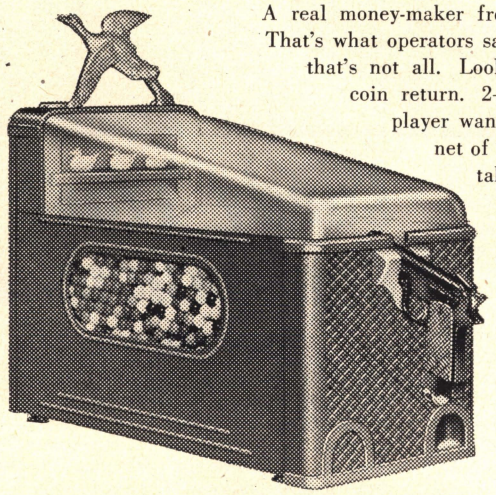
General business in the nation's capital has been slow, with Commerce Department and Board of Trade generally agreeing receipts are running about 5 per cent below last year. Miserable weather cut down the throngs who were expected to visit the Cherry Blossoms, and the summer tourist rush is still a ways off. Summer, however, should be good. Several hundred conventions have been booked by the Board of Trade, and that always means more cash in town. District Government workers should be getting a $330 raise shortly, and that will help.

One warm week-end raised the hopes of soft-drink operators. One stated that the week-end brought in almost as much money as the best three-day period in all of last summer. Several operators are beginning to shift candy machines to vend cookies and cakes. Placed near a beverage dispenser, these items have been doing well.

Arcade business is proceeding nicely, and this helps raise the gross of amusement games for the city as a whole. The new pistol machines have been doing very well in the two or three arcades that have installed them. Colored films in the movie machines have spurted grosses, though they are so expensive that most machines are still using black-white films. Other types of machines are rocking along about the same as usual according to most reports.

No other Ball Gum Vendor like it!

Operator usually nets up to 75c out of every $1 the "Hunter" takes in!



A real money-maker from the moment you install it! That's what operators say about the new "Hunter." But that's not all. Look at these two features: 1—No coin return. 2—No gum dispensed unless the player wants it. That's why many report a net of 75c out of every $1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.

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Phonos, however, seem to be doing a spotty business. Some operators claim their business is poor; others say they can't complain.

—Roy S. Ramsey, Jr.

Right Time to Get Into Pop Corn Biz

CHICAGO—Operators will find the current season an excellent time to get into the pop corn merchandising business, according to Harold Schaef, head of the Victor Vending Corp., which recently announced *Hot-Pop*. The new device is a merchandiser for dispensing hot pop corn, not coin-operated but ideally suited to operators who have the right experience to make a go of routes, Schaef said.

Growers produced a big crop of corn last year, of high quality, and that means operators have the chance to get into the business when the supply field is very favorable, he added. Prices are also favorable and the consumer demand for hot pop corn is already so well established that an operator does not have to worry about creating demand.

The locations for pop corn dispensers are also well known and operators can solicit such establishments with the assurance that owners and managers already know the product and how the public demands it. Schaef mentioned taverns, drug stores, soda parlors, candy stores, bowling alleys and school stores as choice types of locations.

Operators who have long been accustomed to using coin-operated devices show hesitation about taking on merchandisers that do not have a coin mechanism, Schaef said he had learned since introducing the *Hot-Pop*. "I am coin machine minded myself," he admitted, "and felt some concern about departing from the old paths. But the success of this merchandiser, without a coin chute, has been full proof that operators can well handle a route of such dispensers and make good money."

Schaef said the operation of such a business is simply that of a route business, just as a man may have a coffee or cheese, or milk route. The idea has been tested in the business world for many years and every operator will know men who have built up a small independent business with such routes.

In the pop corn business, the operator or route man places the dispensers with the locations free of charge as the best means of attracting customers and selling them the product, at a good profit margin. By placing the dispenser, the operator retains ownership and is the sole source of supply for corn sold through the dispenser.

The main points of difference between a coin-operated route and the non-coin type is that the operator collects the wholesale price for the merchandise upon delivery and the location also fills the dispensers. Thus, the operator is relieved of service calls which would amount to a big total in the course of a year.

In the pop corn trade, the merchandise is usually supplied pre-popped in bags, holding about 2½ pecks, and the price range to the operator is about 75 cents and he sells to the location at $1.25 per bag. The location will usually get 27 10-cent sales from each bag of corn. The Victor plan recommends that operators count on each dispenser selling a minimum of 7 bags per week. It is also recommended that operators start with about 25 machines.

The firm says many operators will prefer to go more completely into the pop corn business and pop their own corn. In buying pre-popped corn the operator may expect to make about 50 cents per bag in profit,

(See RIGHT TIME, Page 50)

Popcorn Operators Acclaim Model "K" Price Reduction

LOS ANGELES—Popcorn machine operators, faced with the high cost of supplies and servicing, have greeted the drastically reduced prices on Kunkel's famous Model *K* with enthusiasm. At the reduced price, operators are now able to buy more machines, thereby increasing their point-of-sale outlets, which, in turn, boosts total sales volume.

Kunkel officials announced the price slash two months ago, just prior to the opening of the spring and summer popcorn season, to enable operators to profit from the peak months.

One of the factors responsible for the Model *K*'s pre-eminence in the vending field is the many new improvements which have been incorporated into the machine by company engineers during the past 12 years. This has resulted in one of the most dependable vendors ever to be placed on location nationally.

Life Savers Makes Candy Bar

NEW YORK—The annual report of the Life Savers Corp. indicates that plans for its entry into the 5-cent candy bar field are proving satisfactory. Sales of a new bar, a chocolate cocoanut cream bar called Scoop, began early in March and the firm has reported that production is moving toward a high level.

The introduction of such a bar is taken as another sign that cocoanut bars are still growing in popularity and that big manufacturers feel there is still plenty of room for candy bars. Life Savers are already well known to the vending trade, being used in standard candy vendors and also in machines designed especially for the product.

Candy Trade Looks To June Conventions For Sales Aids

by Walter Hurd

CHICAGO—Early in June (June 5-9) the candy industry will be airing its views of how to sell more candy, and also facing some of the troubles that have beset the business. It will be the 66th annual convention of the National Confectioners Assn. and along with it will be held the 23rd exposition and exhibit, mostly for candy manufacturers.

Retail candy people will be meeting at the same time at the Drake Hotel here, while the NCA programs and exhibit will be at the Stevens. Later in June candy wholesalers will meet and much franker discussions of trade affairs are expected at the NCWA meetings.

Thus, June will be in reality National Candy Month and it is a time of year when candy operators begin to think of the hot summer months. Official reports by the Dept. of Commerce will have some tough sales facts on the first two months of the year, at least, for the whole industry to face.

Total sales of candy of all kinds started off the new year on a downward trend, a thing the industry had worked mightily to avoid. Government reports had shown late in 1948 that employment in candy factories was off and observers of the trade in Chicago have reported that currently factories have been operating two and three days a week.

Dollar sales of all candy were off 7 per cent in January from the same month a year ago, and in February total candy sales dropped 6 per cent below January and were 16 per cent under Feb. 1948. This would suggest a definite falling off.

Retail candy stores here have confirmed the fact that candy sales are down. But some large operators of candy vendors have said they are enjoying a good seasonal pick-up. Candy operators are much more concerned, of course, with employment in factories than the ups and downs of retail sales.

It is the packaged candy goods that is particularly on the skids. This trend was under way in 1948 and in general meant bigger production and sales of candy bars. Many manufacturers were said to be turning more and more to bar goods. More recently, the trend is said to be definitely to penny items, in keeping with lower consumer incomes. Cheaper ingredients also make the penny items more practical.

Increase in penny goods began in 1947, with a gain of about 10 per cent in output, and some trade leaders say the penny goods move may be the biggest single factor in the current year. In the period from 1925 to 1935 vendors for penny chocolate bars made history, being the first big success in machine vending of candy. Whether the present turn to penny goods will revive the penny bar vendor can only be told in the passing of time. Some firms are offering two small bars to sell at a nickel and this idea will probably mean more to the vending trade.

The problem of decline in total candy sales has overshadowed the recent news of

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"A Honey, Honey, HONEY of a Candy Bar!"

... Unique FLAVOR ... marvelous NAME ... finest QUALITY...NATIONAL Advertising...make BIT-O-HONEY America's fastest-growing Bar.

SCHUTTER CANDY DIVISION, St. Louis

reductions in bar prices. Manufacturers report that prices seem to have leveled off at 75 cents for 24-count, some going to 72 cents. Manufacturers have stated they do not see how they can go any lower since cocoa beans are the only ingredient that has shown real price declines. Mason lowered its price on bars to $3.24 to $3.40 on its 120-count vending boxes.

Manufacturers are emphasizing, in the midst of sales troubles, that candy bars are highly competitive with other nickel merchandise and especially during the summer months will meet greater competition from soft drinks, ice cream, etc.

A foretaste of some of the hot discussions that may appear at one or more of the candy conventions was seen in a statement of Joseph Kolodny (National Assn. of Tobacco Distributors) to one of the candy trade papers recently. He predicted that in 10 years there will be only 12 manufacturers that control the sales and output of candy. He said this high concentration into the hands of a few firms had happened in the cigarette field and it seems sure to come in the candy trade.

Kolodny called attention to the small number and varieties of bars on retail counters now. "So few, in fact, that on many counters only two brands are displayed and featured," he said. Many vending operators welcome the predominance of a few brands, since only a few can be offered in machines. But Kolodny, himself a cigarette operator, has in recent years become the champion spokesman for wholesalers in all fields—and wholesalers apparently prefer a more competitive market as represented by a number of brands in candy bars, cigarettes, etc. Apparently, what happens is that wholesalers are driven out of the industrial system as manufacturers in any trade become few in number.

A new invention has been introduced which apparently will greatly aid the production of chocolate bars. Incidentally, the government report on candy sales for January and February shows the makers of chocolate bars having a sales gain of around 30 per cent over the same period in 1948.

Rowe Reduces Vendor Prices

NEW YORK—Robert Z. Greene, president of Rowe Manufacturing Co., Inc., has announced price reductions on its current model cigarette merchandising machines, the Rowe Electric Diplomat and the Rowe Manual Diplomat. The electric machine will be reduced by $20 and the manual machine by $15. The reductions were effective April 16, 1949.

Greene, in an interview, stated that the price reductions reflect the somewhat lower costs of materials and parts which are anticipated in the period ahead.

Rowe Manufacturing Co., Inc. is believed to be the first manufacturer of cigarette merchandisers to reduce machine prices. "Leadership in our industry," said Greene, "places a heavy responsibility upon us to maintain the highest quality standards at the lowest possible prices, and we are confident that our current price adjustments, coming, as they do, at the beginning of the usual machine buying season, will release a large volume of orders from operators who have held back in recent months pending just such a development."

Extent of Interstate Commerce Is Question

WASHINGTON—As an example of the varied opposition to Wage-Hour laws now under consideration by Congress, that of the National Candy Wholesalers Assn. shows how the new proposed minimum wage rates might affect certain industries.

Candy jobbers objected to at least six sections of one of the proposed bills which seems likely to become law. They oppose powers which would be given to the Secretary of Labor to set minimum wages higher than 75c for certain industries. The minimum wage rate in the candy wholesale trade at the present is 40c and the minimum wage proposed would be 75c.

Candy jobbers are also objecting to extending the statute of limitations from two years to four years for back wage suits.

Candy jobbers seem most disturbed, however, by proposals in the bill which would extend the law to cover businesses "affecting interstate commerce or competing with interstate commerce." Jobbers say they fear court interpretations which would apply the federal laws to employees of firms entirely within a state.

The NCWA voiced its fears of such court interpretations of interstate commerce in a bulletin covering the problem of the sale of unwrapped or bulk merchandise under federal law. The association is joining with other associations in the food industries to study the problem of retailers who sell unwrapped stick candy and other candy items.

They will study the full effects of the Supreme Court decision in the case of the United States vs. Sullivan, in which the high court held that once a product has been in interstate commerce, the Federal Food Drug and Cosmetic Act thereafter follows it, and everyone who handles it, all the way to the ultimate consumer, is responsible under federal law. Anyone who does anything that causes it to be adulterated or misbranded, as defined in the law, violates the federal statute.

Attorneys have pointed out that this includes local wholesalers and retailers who distribute bulk products entirely within their own state. They say that the sanitation of the establishments of both wholesalers and retailers is now subject to the Federal law because it provides that a product is adulterated if it is either prepared, packed or held under unsanitary conditions, regardless of whether the product is actually contaminated.

Attorneys also point out that if any wholesaler or retailer does anything to cause a product which has at any previous time been in interstate commerce to be misbranded, this violates the federal law. Misbranding would include not only false or misleading labeling, but also labeling or packaging a product without giving all the items of information required by the federal law.

While candy wholesalers have in many instances been disturbed by the far-reaching application of federal law to candy which has once been shipped in interstate commerce, the question has also been raised in vending machine circles as to what responsibility an operator would have in handling goods once shipped in interstate commerce. The whole question will be a very interesting one.

Government Report Gives Outlook for Cigarettes

WASHINGTON—The Bureau of Agricultural Economics has issued a current report on "The Tobacco Situation," chiefly dealing with tobacco supplies and prices. Points which will be of interest to operators include the following:

In 1948 cigarettes turned in 93 per cent of the total federal revenue on tobacco products. Officially, the total manufacture of cigarettes in 1948 is put at 388,000,000,000 units, a gain of 5 per cent over 1947, 30 per cent greater than the annual production 5 years ago and 125 per cent greater than 10 years ago.

This would make the cigarette business one of the fastest growing fields in the modern business picture. High employment and higher consumer incomes is given credit for the big increase.

The prediction is made that cigarette use will increase some in 1949 but the rate of gain will probably not be as much as in recent years. During the last half of 1948 cigarettes gained only 2 per cent over the same period in 1947, while the gain in the first half of the year was nearly 6 per cent.

The retail price pattern of cigars has changed strikingly, the report says. In prewar years, close to 90 per cent of all cigars sold for five cents or less; in 1947 and 1948, only about 40 per cent of all cigars sold for eight cents or less; in late 1948, sales of cigars retailing for eight cents or less were gaining rapidly.

In general, there are ample supplies of cigarette tobaccos and the price of the 1948 burley crop was slightly lower than the previous crop.

Cig. Tax Hike In Washington

SEATTLE—Washington now has a cigarette tax of four cents per pack, the increase being for the purpose of paying a veterans' bonus. Since neighboring states do not have a cigarette tax, the tobacco trade expects considerable shipping of cigarettes into the state minus revenue stamps. The new tax is to go into effect June 1.

Trade circles report that New Mexico will have a cigarette tax increase to four cents on July 1, and that North Dakota will get an increase to five cents per pack on July 1.

In February, Washington state revenue from cigarettes was $356,032. January revenue from cigarettes was $411,386. Stores here report good increases in sales of Raleighs since the coupons have been added.

* * *

Phil Baker tells about the fellow who was always boasting, "I'd like to see myself washing the supper dishes every night!" Says Baker, "So his wife put a mirror over the kitchen sink!"

A BRAND NEW CIGARETTE VENDOR UNDER $100 (STAND EXTRA)

***The* CLAYMAN-YEATON VENDOR**

100 pack capacity PLUS rear shelf storage for 80 more packs. Cabinet stand holds more than 400 packs. Built-in changemaker. Rugged construction. Conventional upright model with mirror panel.

PAUL A. LAYMON, Inc.

1429-31 W. PICO BLVD. LOS ANGELES 15, CALIF.

CIGARETTE VENDING

State Cig Taxes Show How Sales Trends Go

NEW YORK—State cigarette revenue offers one clue to trends in cigarette sales, and especially as to regional variations. Some states report as follows:

In Arizona, cigarette revenue made a slight gain in February, as compared with the previous month.

Florida's 4-cent tax turned in revenue for January just slightly below that for December—a normal trend.

Cigarette revenue in Massachusetts for January started off with a gain over the corresponding month in 1948.

New York state revenue for January was up sharply from the Jan. 1948 total.

In Nevada, cigarette revenue dropped in February below that of January, and the first month was also well above revenue in December.

Cigarette revenue seems to be gaining in Nebraska, as the February collections were well above the Feb. 1948 total and also a gain over January collections.

February collections in New Hampshire were above Feb. 1948 but revealed a small decline from January of this year.

Rhode Island collections started making gains in January, compared with the same month in 1948.

Cigarette revenue in March showed a real decline from the February total for West Virginia. What do cigarette operators have to report in this state?

New Bar Strictly for Candy Vend Machines

ELIZABETH, N. J.—Highland Candy Co., a new company 90 per cent owned by Life Savers Corp., is distributing Scoop, a 5c candy bar, solely through vending machines. The name Life Savers will not be identified with the bar, it is stated.

Major Cigarette Makers Give Best Data On Year's Outlook

NEW YORK—Reports of the major cigarette makers furnished the most telling information on cigarette sales for the first three months of 1949. To generalize, the reports of the majors show the cigarette business still making gains. Although two firms revealed declines in unit sales in the first quarter, the higher price still meant gains in dollar sales.

A major event in the cigarette trade during April also was the annual convention of the National Assn. of Tobacco Distributors, held at the Statler Hotel, New York, during the week of April 24 and hence too late to get reports on the convention for this issue. In keeping with its long custom, vending machines were given a definite place on the program. At the 1949 convention some trade leaders estimated that 50 per cent or more of the tobacco jobbers in the country also operated cigarette vendors. Some estimates have been as low as 30 per cent.

Alphabetically, American Tobacco comes first in a review of cigarette sales. ATC reported that its dollar sales in the first quarter made good gains over the same period in 1948, and also to stockholders its report said that earnings were higher.

Operators will be interested in the statement of the firm's president that unit sales of cigarettes "were only slightly behind the 1948 quarter, which is quite satisfactory in view of present conditions." Here is the head of one of the major cigarette firms suggesting that general conditions may be showing up in effects on cigarette sales. Many cigarette operators have made the same report, that general conditions delayed the spring pickup and that gains are smaller this year. If any readers are interested in the internal affairs of ATC, there are still some rough places to be ironed out, apparently, but in general the firm seems to be getting over the changes in higher ups last year.

Herbert A. Kent, president of P. Lorillard, made the report for his firm, saying that Old Gold sales increases during the first two months were substantially ahead of the same months last year; March sales were understood to have continued the gains.

Regarded as a special friend of cigarette vending, Kent said the new Embassy cigarettes were showing gains but that cost of testing markets and promoting the new brand had proved high. Old Golds last year had made sales gains of about 10 per cent and a similar ratio is expected this year. Kent said the firm had tobacco stocks to last for two years, equal to the previous year in quality and volume.

Kent also commented on the probability of price changes, saying that the firm's supply of leaf tobacco put it in a favorable position to take advantage of any lower prices, should the indicated downward price trend in various commodities also affect tobacco. Lorillard will make quarterly reports from now on, thus giving quicker information on sales.

Liggett & Myers Tobacco Co. reported gains in dollar sales for the first two months of the year, but unit sales were about 2 per cent lower than for the same period of 1948. Firm officials said the sales drop was due to adjustments in customer inventories. This would imply that wholesalers and retailers have been adjusting inventories downward, in keeping with general inventory trends. The firm reported an increase in unit sales for 1948 of 6.2 per cent.

On the price question, the report said there would probably be no price decline on tobacco in the near future. The future price of tobacco is unpredictable, officials said.

Philip Morris raised its quarterly dividend to stockholders, in keeping with the spectacular sales increases last year. Last year's dollar gain showed a 27 per cent increase, the largest gain of any major cigarette firm. The firm's fiscal year begins April 1, so it will soon be making one of its yearly fiscal reports. The current year started off with Philip Morris brand still holding to its high level.

R. J. Reynolds Tobacco Co. reported that sales of Camels were down in January, but that sales during the next two months were above the same months in 1948. Camels

BARGAIN SALE

USED CIGARETTE MACHINES

All machines have been thoroughly overhauled by trained Rowe servicemen, are in top mechanical condition and excellent appearance.

Ready for Location

8 Col. Rowe Imperials	$60.00
8 Col. Rowe Royals	85.00
10 Col. Rowe Royals	85.00

F.O.B. Los Angeles

ROWE SERVICE CO.

2620 So. Hill St. Phone PRospect 3228 Los Angeles 7, Calif.

LOOK AT THEM ALL! • SEE FOR YOURSELF!

The NATIONAL 9M STANDS ALONE!

THE *Only* MANUALLY-OPERATED CIGARETTE MERCHANDISER

With ALL THESE FEATURES

SINGLE COIN INSERT
MULTIPLE COIN OPERATION
(5c — 10c — 25c)

•

NICKEL CHANGE-MAKER AVAILABLE WITH ADJUSTMENTS FOR PRICE CHANGES REQUIRING NO NEW PARTS, COSTING YOU NOTHING

•

PENNY BOX MATCH ASSEMBLY AVAILABLE

•

PROFITABLE CAPACITY WITH BRAND DISTRIBUTION ... 9 COLUMNS HOLD 440 PACKS OF CIGARETTES — ADEQUATE BOOK MATCH CAPACITY

•

CENTRAL DELIVERY OF CIGARETTES, MATCHES AND CHANGE ... ALSO COIN RETURN

•

NOW AVAILABLE:

1—Penny Pushers.
2—Nickel Changers.
3—Box Match Assemblies.
4—QUARTER CONVERSION SETS for Pre-War NATIONAL MERCHANDISERS.

AVAILABLE COLORS:

1—Standard Two-Tone Maroon and Rose Hammerloid.
2—All White—Special.
3—All Rose Hammerloid—Special.
4—All Mahogany (as illustrated)—Special.

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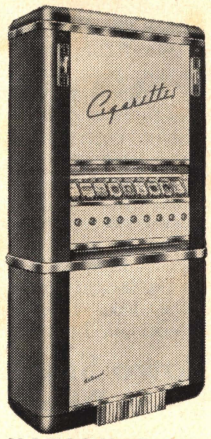
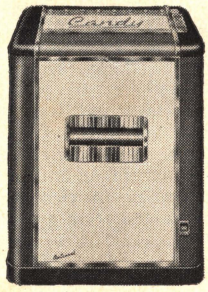
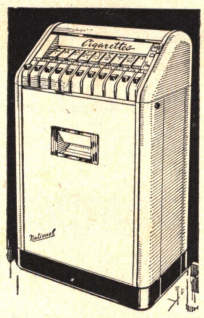


NATIONAL 9E
Electrically-operated Conventional-Type Cigarette Merchandiser. Can be equipped with NATIONAL nickel Change-Maker



NATIONAL 8CE
Electrically-operated Console-Type Automatic Merchandiser for Candy, Cigarettes, many other items



NATIONAL 9EC
The last word in Electrically-Operated, Console-Type Cigarette Merchandiser — with built-in Change-Maker and other exclusive NATIONAL features

NATIONAL VENDORS·INC·

5055 NATURAL BRIDGE • ST. LOUIS 15, MO.

MEMBER N. A. M. A. AND N. A. T. D.

in 1948 were credited with slightly less than a one per cent sales gain. The firm reported that its new king-size cigarette, Cavalier, tested in three cities, has met with a good response from smokers.

Internal Revenue reports on cigarette tax collections are available for January, to give some light on cigarette use for the first month of the year. The official report says that cigarette revenue for the first month was well ahead of the first month of 1948. Thus, Uncle Sam confirms reports of favorable cigarette sales trends for the first lap of the new year.

Operators will be interested in reports on types of locations that may be showing bigger cigarette sales. An association official high in the grocery store field said such stores are becoming an increasingly important outlet for cigarettes, probably showing greater gains in sales than any other type of store. The trade leader said the surface has only been scratched, however, and that the major opportunities for selling cigarettes in groceries lies ahead.

Some cigarette operators have already found grocery stores, even the chains, to be good locations. Perhaps it will be wise to note that marketeers have their eye on grocery stores as much bigger cigarette outlets.

Price wars on cigarette prices are showing up in scattered cities, one of the latest being chain store prices being cut even to 15 cents in Los Angeles.

Rowe Stockholders Elect Directors

NEW YORK—At a meeting of the stockholders of the Rowe Corp., held here on April 19th, the following were elected directors for the ensuing year: Samuel M. Chapin, Christian Gabrielsen, Arthur Gluck, Robert Z. Greene, George M. Seedman and Wickliffe Shreve.

The following have been elected officers: R. Z. Greene, president; Arthur Gluck, executive vice president and treasurer; George M. Seedman, vice president; Herbert E. Greenberg, vice president; Joseph Lapidus, secretary, and Bern Bernard, assistant secretary and treasurer.

Seedman was elevated from secretary to vice president, and Greenberg from assistant treasurer to vice president. Lapidus was promoted from assistant secretary to secretary.

* * *

Poet's Nook

There was a little girl
And she had a little curl
Plastered on her forehead,
And when she was good
She was very, very good,
But when she was bad—
She was marvelous!

★ NEW MACHINES ★

Offered by Manufacturers

COAN MANUFACTURING CO., 2070 Helena St., Madison 4, Wis.—Announces that deliveries are being made on a cigarette vendor, details of which were revealed some time ago; new vendor is fully selective, using endless belt delivery as the well-known *U-Select-It* candy vendors; capacity is 74 packs; cabinet is 47 inches high, 8 inches wide and 8 inches deep and design is like the candy vendor; firm stresses a removable coin chute, set to accept a quarter, and firm plans to also supply a 20-cent machine later. List is $84; firm recommends the cigarette vendor to operators also having candy routes.

E. B. METAL PRODUCTS CO., 229 144th St., Bronx 51, N. Y.—A vendor for pocket packs of Kleenex tissues; capacity 76 units; cabinet size 10 inches by 5 inches, by 35 inches high, and shipping weight approx. 30 pounds; recommended for theater, restaurant, school locations, etc. List price, $50.

Availability: Firm reports it is delivering now.

ELECTRIC CASHIER CORP., Burlington, Vt.—A coin changer, adaptable to electric vendors selling goods at five or ten cents; at 5-cent price, makes change for dimes and quarters, and at dime price the changer makes change for quarters; device measures 14 by 3 by 5 inches; device can be changed from nickel to dime; can be made easily, maker states. List price, $55.

Availability: Reported in production now.

D. GOTTLIEB & CO., 1140 N. Kostner Ave., Chicago 51, Ill.—A new amusement game, called *Buttons-and-Bows;* features listed by the manufacturer include pyramid scoring by means of advance buttons and advance roll overs; automatic reset bumpers to build up chances for free plays; special bonus pocket; percussion bumpers and new type bumper contacts; firm also stresses fact that bonus re-set and bonus holdover are adjustable.

HUPP CORP., 1250 West 76th St., Cleveland 2, Ohio.—A cup type vendor offered for dispensing Pepsi-Cola; maker says it is only console style cup vendor on the market; maker stresses easy servicing, low initial cost for a cup machine, and ease of repairing; weight given as 350 pounds. Firm offers finance plan for purchase of machines, with a 15 per cent down payment.

HAYES, JAKES & BRITTAIN VENDING CO., Old Hickory, Tenn.—A dispenser for sun tan lotions, called Spray-A-Tan; cabinet 4 feet high, 18 inches deep, 22 inches wide, made of aluminum alloy, capacity about one gallon of lotion; firm makes its own oil and supplies to operators at approx. $7 per gallon, dispensing over 500 applications, and should gross about $51 at dime operation.

Availability: Reported in production now.

O. D. JENNINGS & CO., 4309 W. Lake St., Chicago 24, Ill.—Recently introduced new all-chrome front for *Sun Chief* bells; Sun Chief line previously listed in this column in February issue, page 48; latest chrome model is available with automatic or hand load jackpot; newly developed dual tube payout mechanism and silent pull reel stop are available on deluxe models.

MERO INDUSTRIES, 1332 West 69th St., Chicago 36, Ill.—New shuffleboard line with steel cabinets and stainless steel playing field; firm claims playing field is faster, will not mar or warp in any way; leg adjustments offer advantages; shipping weight of steel boards same as wood boards, maker says; firm also offers coin scoreboards and other accessories.

Availability: Reported in production now.

STANDARD SHUFFLEBOARD LEAGUE, Inc., 3200 W. Chicago Ave., Chicago 51, Ill.—New electric scoreboard made by Rock-Ola; firm says point scoring is obsolete and new system of frame scoring is new trend; frame scoring reduces playing time and may boost games played by 50 per cent; eight frames for 2-player game, 10 frames for 4-player game.

SHUFFLEBOARD SPECIALISTS, 1114 S. Michigan Ave., Chicago 5, Ill.—A new all-steel shuffleboard, with stainless steel top; sponge rubber lining for cabinet said to eliminate noise; special leg adjustment features; stainless steel playing field said to eliminate waxing, varnishing, other daily care. Firm also makes wood shuffleboards and has announced a new electric scoreboard, scoring points or frames.

Availability: Reported to be in production now.

TRAINING DEVICES, Inc., 1469 Electric Ave., Lincoln Park 25, Mich.—New 1949 model of the well-known *Quizzer* machine, also offering new scoring sign and film supply; new model equipped with endless film assembly which eliminates manual reversing of film mechanism; new arrangement for play timer. List price, $385.

Availability: Reported in full production now.

UNITED MANUFACTURING CO., 3401 N. California Ave., Chicago 18, Ill.—New amusement game, called *Carolina;* company stresses eight ways to score in new game, the new criss-cross action of balls; game described as 5-ball novelty replay type; ball may work back to top of field after passing down scope of the board.

SHUFFLEBOARD SPECIAL

While They Last—

BLACK TOP MASONITE PLAYFIELDS

FOR 22 FT. SHUFFLEBOARDS

BRAND NEW— **$125.00** EA. F.O.B. LOS ANGELES

NUWAY SHUFFLEBOARD CO.

1324 E. FIRST ST. LOS ANGELES 33, CALIF.

PHONE: AN. 2-1003

Expand

WITH NEW MACHINES

ARE YOU ONE TOO ? ?

It seems that there are still operators who don't know where they can see the new AIREON Model 500 Coronet; with TONAR — — —

Also where they can get AIREON Factory parts and service at Factory prices.

YOU KNOW NOW — —

It's the

O'NEIL DISTRIBUTING COMPANY

2317 WEST OLIVE AVE. BURBANK, CALIFORNIA

ED WISLER — GENERAL MANAGER

WE ARE HERE TO HELP YOU! CONTACT US TODAY!

O'Neil Has Neat Aireon Reception

BURBANK—"We are very grateful for the fine response to our initial announcement last month of our appointment as authorized Aireon distributors in this area," declares Lyle E. O'Neil, owner of O'Neil Distributing Co., "and the orders from the territory have been most gratifying. We were caught short in some instances by requests from operators for certain parts but that condition has now been remedied and we're ready for any and all parts orders."

Ed Wisler, general manager, stated that he and O'Neil will shortly leave on a circle tour calling on the music operators in the territory to acquaint them with the flexibility of Aireon music systems.

Clayton Ballard, Aireon factory representative in the West, relates that Spring business has been particularly encouraging and some nice business is being booked on the new "500" model.

SOURCE BOOK CORRECTIONS

Feb. 15 — March 15, 1949

1. MANUFACTURERS & SUPPLIERS

Corrections:

Chalex Corp., 11 S. La Salle St., Chicago, Ill.

Pool-o-Game Co., 1730 E. Grand Blvd., Detroit, Mich.

Delete:

Commodity Vendors, Inc., 130 N. Wells St., Chicago 6, Ill.

Kruse & Connor, 153 N. Michigan Ave., Chicago 1, Ill.

George Ponser Co., 158 E. Grand Ave., Chicago 1, Ill.

Change of Name:

Arctic Vend-O-Mat, Inc., now Polar-Treat Vending Co., 624 W. 26th St., Chicago, Ill.

Additions:

J. M. Abraham Mfg. Co., 17 N. Schenley Ave., Youngstown, O.

Al's Radio Service, 100 E. 65th St., Seattle 5, Wash.

American Vendors, Inc., 300 W. 151st St., E. Chicago, Ill.

Bauman Shuffleboard Co., 5622 W. Division, Chicago, Ill.

Better Shoe Shine Co., 4513 Ravenswood Ave., St. Louis 20, Mo.

Carbonators Supply Co., 114 Fern Ave., San Francisco, Calif.

Diamond Distributing Co., 2822 W. Pico Blvd., Los Angeles, Calif.

Dusarge Design Corp., 63 Fifth Ave., New York, N. Y.

E. B. Metal Products Co., 225 E. 144th St., Bronx, N. Y.

The Finn Corp., 162½ Vinton St., Omaha, Neb.

Franklin Industries, 31 Bay 17th St., Brooklyn 14, N. Y.

Ben H. Golob Distributing Co., 303 4th Ave., New York 10, N. Y.; Phone: Oregon 47570; Ben Golob and Fred Meyer.

Kenron Mfg. Co., P. O. Box 2165, Sacramento, Calif.

Kimsey Mfg. Co., 2801 Napa, N., Spokane, Wash.

MacGlashan Air Machine Gun Co., 10732 Stanton Ave., Stanton, Calif.

Mercury Shuffleboard, 1525 N. Clark St., Chicago, Ill.

Mercury Shuffleboard Co., Heart-Wall Bldg., Long Beach, Calif.; Phone: Long Beach 6-1708.

Joe Mozel School of Golf, 718 N. E. 12th Ave., Portland, Ore.

Nagel Mfg. Co., 3817 Cherry Ave., Long Beach 7, Calif.; Phone: Long Beach 4-3977.

Nationwide Novelty Co., 4615 S. State St., Chicago, Ill.

Purveyor Shuffleboard Co., 4324 N. Western Ave., Chicago, Ill.; Phone: JU 8-1814.

Saylor Homogenizer Co., 1522 S. Gerhart Ave., Los Angeles, Calif.; Howard Saylor.

Shuffleback Corp., 2633 Lisbon Ave., Milwaukee, Wis.

Shuffleboard Specialists, 1114 S. Michigan Ave., Chicago 5, Ill.; Phone: WE 9-3795-6-7.

Sierra Electronics, Old Country Rd., San Carlos, Calif.; W. Feldscher.

Stan Mfg. Co., King of Prussia, Penna.

Trans-Vue Corp., 20 E. Jackson Blvd., Chicago 4, Ill.; Rudy Greenbaum, Fred Mann and Ben Palastrant.

U. S. Shuffleboard Exchange, 60 E. 42nd St., New York, N. Y.

Universal Industries, Inc., 5737 N. Broadway, Chicago 40, Ill.; Mel Binks.

Vend-Ice Corp., 3626 Elliott St., San Diego, Calif.; Wayne C. Bailey.

Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.; Phone: AD 7276; Frank Keenan.

2. CLASSIFIED INDEX OF MACHINES, SUPPLIES and SERVICES:

APPLE VENDORS:
Frigid Fruit Co.

ASPIRIN VENDORS:
Ven-Dures, Inc.

BEVERAGE DISPENSERS:
Bottle-type:
American Vendors, Inc.
Coffee Vendors: (Hot)
Harvey Machine Co.
Chocolate Vendors: (Hot)
Saylor Homogenizer Co.

CABLE & WIRE:
Western Insulated Wire Co.

COIN COUNTERS:
Dusarge Design Corp.

CORSAGE VENDORS:
Frosted Food O' Mat.

DONUT VENDORS:
Nagel Mfg. Co.

GUM VENDORS:
Package:
Shipman Mfg. Co.

HOSIERY VENDORS:
Ben H. Golob Distributing Co.

SANDWICH VENDORS:
Hot Dogs:
Sierra Electronics.

ICE CREAM VENDORS:
Polar-Treat Vending Co.

ICE MACHINE VENDORS:
Cube:
Vend-Ice Corp.

KLEENEX VENDORS:
J. H. Keeney & Co.
E. B. Metal Products Co.

LIQUID DISPENSERS:
Hair Oil:
The Finn Corp.
Sun Tan Lotion:
Stan Mfg. Co.

LOCKS:
Eagle Lock Co.

POP CORN VENDORS:
Bonanza, Inc.
Victor Vending Machine Corp.

PUNCHBOARDS:
Kimsey Mfg. Co.

SHOE SHINE MACHINES:
Better Shoe Shine Co.
Bonanza, Inc.

SHUFFLEBOARD SUPPLIES:
Coin Machine Service Co.

SHUFFLEBOARDS:
J. M. Abraham Mfg. Co.
Bauman Shuffleboard Co.
Bell Products Co.
Diamond Distributing Co.
Franklin Industries
Kenron Mfg. Co.
Mercury Shuffleboard (Chicago, Ill.)
Mercury Shuffleboard Co. (Long Beach, Calif.)
Nationwide Novelty Co.
Purveyor Shuffleboard Co.
Shuffleback Corp.
Shuffleboard Specialists
System Amusement Co.

TELEVISION:
Al's Radio Service.
Trans-Vue Corp.

3. TRADE MARKS & TRADE NAMES:

Ad Mor Lustre (hair oil dispenser)—The Finn Corp.

Baby Face (5 ball)—United Mfg. Co.

Better Shoe Shine—Better Shoe Shine Co.

Big Jax (bell machine)—Standard Coin Machine Co.

Black Beauty (hand-load Bell)—Mills Industries.

Blue Bell—Mills Industries.

Bridgeball (pin ball)—J. F. Frantz Mfg. Co.

Bronco (Wire & Cable)—Western Insulated Wire Co.

Carousel (bell console)—Standard Coin Machine Co.

Catalina (shuffleboard)—Diamond Distributing Co.

Changerette (coin changer)—Standard Coin Machine Co.

Constellation—H. C. Evans & Co.

Diamond Bell—Standard Coin Machine Co.

Donut-A-Matic (donut vendor)—Nagel Mfg. Co.

Duplex (console)—Mills Industries.

Dura-Top (shuffleboard)—Bell Products Co.

FasTop (shuffleboards) — Shuffleboard Specialists.

Floating Power—Genco Mfg. & Sales Co.

Flower O'Mat—Frosted Food O'Mat, Inc.

Frisky (five ball)—Bally Mfg. Co.

Grand Award (five-ball)—Chicago Coin Machine Co.

Hi-Pop—Victor Vending Machine Corp.

Marba (stocking vendor)—Ben H. Golob Distributing Co.
Mardi Gras (console)—Standard Coin Machine Co.
Nuggett (popcorn vendor)—Bonanza, Inc.
Ohio—J. M. Abraham Mfg. Co.
Ops Special—Standard Coin Machine Co.
Pistol—Chicago Coin Machine Co.
Polar-Treat Vendor—Polar Treat Vendor Co.
Purveyor (shuffleboard) — Purveyor Shuffleboard Co.
Quiz Star—Telequiz Corp.
Quiz Time (quiz amusement machine) — Telequiz Corp.
Reno (bell machine) — Standard Coin Machine Co.
Roulette (beverage vendor)—Bernitz Mfg. & Machine Works.
Show Boat—United Mfg. Co.
Shuffleback (rebound)—Shuffleback Corp.
Shufflette (rebound)—Monarch Shuffleboard, Inc.
Shu-Shine Boy (shoe shine machine)—Associated Industries, Inc.
Silver Bullets (pistol game)—Dale Engineering Co.
Smoke Shop (cigarette vendor) — Practical Products Corp.
Standard Club (console) — Standard Coin Machine Co.
SunStan (lotion dispenser)—Stan Mfg. Co.
Swanee (five-ball)—Exhibit Supply Co.
Telecard (five-ball)—D. Gottlieb & Co.
Tin Pan Alley—Edelco Mfg. & Sales Co.
Token Bell—Mills Industries
Tucson (five-ball)—Williams Mfg. Co.
Tuxedo (bell)—Standard Coin Machine Co.
Tuxedo Special—Standard Coin Machine Co.
West Virginia (shuffleboards)—Franklin Industries.

4. JOBBERS & DISTRIBUTORS:

Corrections:

ABCO Novelty Co., 2009 W. Iowa St., Chicago, Ill.
Automatic Games Supply Co., 302 University Ave., St. Paul 3, Minn.
Jones Distributing Co., 1314 Pearl St., Denver, Colo.
Leon (Hi-Ho) Silver, Inc., 540-542 Hayes St., San Francisco, Calif.
W. L. Amusement Co., 3218 Olive St., St. Louis 3, Mo.
Webb Distributing Co., Inc., 4958 W. Chicago Ave., Chicago 51, Ill.

Change of Name:

Bell Lock Co., to Eagle Lock Co., 100 N. Franklin St., Chicago, Ill.
H & L Distributors, Inc., to Hankin Distributors, 708 Spring St., N.W., Atlanta, Ga.

Delete:

Norsoamerica, 356 S. Broadway, Los Angeles, Calif.
Jack R. Moore Co., 348—6th St., San Francisco, Calif.

Additions:

Automatic Beverage Corp. of Southern Calif., 8739 Melrose Ave., Los Angeles 46, Calif.
Coast Enterprises, 3709 W. Pico, Los Angeles 6, Calif.
Commercial Music Co., Inc., 726 N. Ervay St., Dallas, Tex.
Emarcy Distributing Co., 348—6th St., San Francisco, Calif.
Fairway Distributors, Inc., 890 S. Arroyo Parkway, Pasadena 2, Calif.
Galbreth Hospital Radios, 1767 N. Las Palmas, Hollywood, Calif.; Phone: GL 7357.
Golden State Vendors, 3016 Asbury St., Los Angeles 31, Calif.
Imperial Enterprise, Inc., 551 Surf Ave., Brooklyn 24, N. Y.
Keoppel Distributing, 640 — 10th Ave., New York, N. Y.; Harry Keoppel.
Bert Lane, Inc., 250 W. 57th St., New York, N. Y.
Lindell Sales Co., 2642 Olive St., St Louis, Mo.; Walter Gummersheimer.
National Service Associates, 1530 Chestnut St., Philadelphia 2, Penna.
Southland Distributing Co., 1128 S. Crenshaw Blvd., Los Angeles, Calif.
Southwest Distributing Co., 3710 E. Anaheim St., Long Beach, Calif.
Villiese Sales Co., 929 Linden Ave., Wilmette, Ill., A. J. Villiese.

* * *

Young Man: "Mr. Smith, your daughter has promised to be my wife."

Mr. Smith: "Don't blame me—what else did you expect if you kept hanging around here every night?"

RIGHT TIME

(Continued from Page 43)

and if he pops his own corn, the profit should be about 83 cents per bag. For operators who want to also pop the corn, Victor has arranged with a well-known pop corn machinery firm to offer a specially designed automatic popper that will sell at a surprisingly low price.

Victor officials take great pride in the attractive dispenser made in their plant, designed so that it fits well into locations and has real eye appeal. It is 31 inches high, 14 inches in diameter at base and weighs 25 pounds. The device will hold slightly more than a bushel of popped corn, to dispense 44 ten-cent bags, or 88 five-cent bags. Locations may sell the corn in plastic dishes, paper bags or boxes and sales may be in 5, 10 or 25-cent portions.

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BARGAIN Mart

10c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

CIGARETTE AND CANDY VENDING—**Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack** parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (TF)

NEW AND PRECISION REBUILT—LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum, stick gum, and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

SANITARY NAPKIN MACHINES—Sanitary napkins, Latex machines, Latex, also packages for all napkin and Latex machines. Service—Quality. The BEST for LESS. SANITEX COMPANY, 14182 Meyers Road, Detroit 27, Michigan. (OND-C)

SCALES WANTED—Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

CIGARETTE MACHINES FOR SALE—All makes, all models, completely overhauled and refinished. We buy cigarette machine equipment. CENTRAL VENDING MACHINE SERVICE CO., 3967 Parrish Street, Philadelphia 4, Pa. EVergreen 6-4244. (J-P)

BARGAIN FOR QUICK SALE—20 Latex Vendors, plus enough merchandise to return $1080.00, when vended at 25c each. In original crates. Make quick offer. 502 Mining Exchange Building, Denver, Colorado, or write E. R. Jones, P2-899 Bayo Vista, Rodeo, California. (FMAM-P)

DIGGERS-ARCADE MACHINES—Exhibit Iron Claws, Buckleys, Merchantman, Erie hand operated. Mutoscope roll chutes, fan fronts, Exhibit and Mutoscope Rotary Merchandisers. We have a large stock of Arcade Machines. Write for list. NATIONAL, 4243 Sansom, Philadelphia, Pa. (M-P)

FREE MULTIPLE STAMP FOLDERS—with advertising given with each order. Immediate delivery. Write for details. S. FLATTO, 17 West 60 St., New York City. (M-C)

FOR SALE—5 post-war deluxe Mutoscope Photomatics in original crates—never been opened—write for reduced prices. PANTAGES MAESTRO CO., 1035 North McCadden Place, Hollywood, Calif. (M-P)

FOR SALE—Deluxe Photomatic for sale. Latest model and used but a short time. Manufactured by International Mutoscope Corporation. Inquire ELTON E. PARMAN, Freewater, Oregon. (M-P)

COIN WRAPPERS—Coin Counting Machines. Tubular 1c, 5c, 10c, 25c, 50c, guaranteed heavy paper, 75c per 1000 in lots of 100,000 or more discount. Accurate Penny Coin Counters, heavy aluminum, $1.50. Operator's Handy Belt Pockets, 2 for 60c. Collection Books $1.00 per dozen. Coin Counters: Hand and Electric models from $85 and up, all guaranteed. HECHT NIELSEN, 1322 Congress St., Chicago 7, Illinois. Tel. HAymarket 1-1088. (TF-C)

DECALCOMANIA TRANSFERS—Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

5c CANDY VENDING MACHINES—like new, overhauled and repainted. 2 Vendits (with base) $45.00 each; 5 Rowes (8 column) $85.00 each; 10 U-Select-It (Model 54) $30.00 each; 10 U-Select-It (Model 72) $35.00 each; 3 Vendall (8 column) $90.00 each. 30% deposit required with order, balance C.O.D. ILLINOIS MECHANICAL CANDY SALES, 1148 W. Van Buren St., Chicago 7, Illinois. (MAM-C)

YOU CAN NOW BUY—All Victor, Silver King and Northwestern machines on time payment. Twenty weeks to pay. Write for details. ROY TORR, Box D, Lansdowne, Pa. (12*C)

CHARMS—LOWEST PRICES—Charms double, treble profits in bulk vendors. Write quickly for free samples. Lowest prices on plastic and metal charms, stone and cameo rings, gold and silver wedding rings, knives, dice, jacks, skulls, balloons, bells and jumping beans. BECKER VENDERS, 105-4 Dewey St., Brillion, Wisc. (A-C)

PLASTIC CHARMS—$4.75 quality for $3.75 thousand, postpaid, full cash with order. Free samples for 3c stamp. SAN DIEGO NUT SUPPLY, 854 Union St., San Diego, Calif. (AMJ-P)

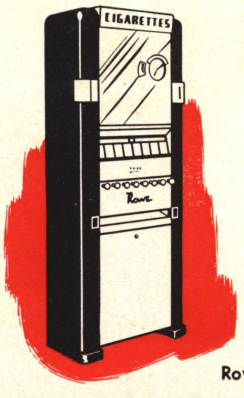
FOR SALE—100 Advance, Model No. 4, 1½" ball gum vendors with wall brackets and locks. New, still in original cartons. $8.00 each. DAVIES AUTOMATIC SALES, 1518 Boyd Avenue, Racine, Wisconsin. (M-P)

FOR SALE—Northwestern Model 33 Peanut Vendors, new, $7.85. Keeney Favorites, free play and payout, new, $169.50, used $79.50. WESTERN DISTRIBUTORS, 1226 SW 16th Avenue, Portland, Oregon. (MJJ-C)

WANTED—Any quantity used Packard Pla-Mor Selectors. Quote best price and state if satin or Hi-Chrome. ALPHA DISTRIBUTING CO., 1025 North Highland, Hollywood 38, Calif. (M-C)

SALESMEN WANTED—by manufacturer of most beautiful shuffleboard in America. Earnings unlimited—several territories still open—Commission deal on hottest saleable item on market. Phone, wire, or write HARRY L. HUSSMAN, Jr., Inc., 2201 Mills Street, El Paso, Texas. (M-P)

Eye Appeal is Buy Appeal



The Rowe Electric Diplomat is America's "best selling" automatic cigarette merchandiser. Designed to fit almost anywhere, without taking up an inch of unnecessary space, it is *seen* everywhere.

The attractive colorful cabinet, the beautiful mirror, the accurate clock and revolving display—all are *eye-level, eye-catching, eye-stopping* and sales compelling.

Successful operators know this from their own experience. That's why there are already thousands of Rowe Electric Diplomats on location doing an "Eye-Level" selling job—and thousands more on order and being shipped.

Rowe MANUFACTURING COMPANY, INC.

MEMBER: National Automatic Merchandising Association
SALES OFFICE: 31 East 17th Street • New York 3, New York

The Rowe Diplomat . . . both the Rowe Electric Diplomat and Rowe Manual Diplomat are now available at *NEW low prices*

WORLD'S LEADING MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT

"HOT-POP"

Victor's Sensational *NEW* POPCORN VENDOR

- New modern way of operating that is sweeping the country.
- The location does the servicing.
- Operator collects profits in advance.
- It's the sweetest deal to come along in many years.
- Positively no coin chute.
- Earns very big profit at low cost . . . and, very little effort.
- Write for colored circular and full details. You'll be amazed. It's new. It's different. Positively revolutionary. The golden opportunity wide awake operators have been waiting for. Write today.

Height 31 inches. Base 14 inches in diameter.
Equipped with one 100 watt heat element.
Operates on A.C. or D.C. current.
Capacity about one bushel of popcorn.
Large plastic globe is practically unbreakable.

only $47.50

VICTOR VENDING CORP.

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